Letters & Typography

CAREER SNAPSHOTS

VC111

“The *lingua franca*, or common language, of graphic design is type. You can call yourself a designer only when you understand the rules of type and how to break them”

— **Steven Heller**

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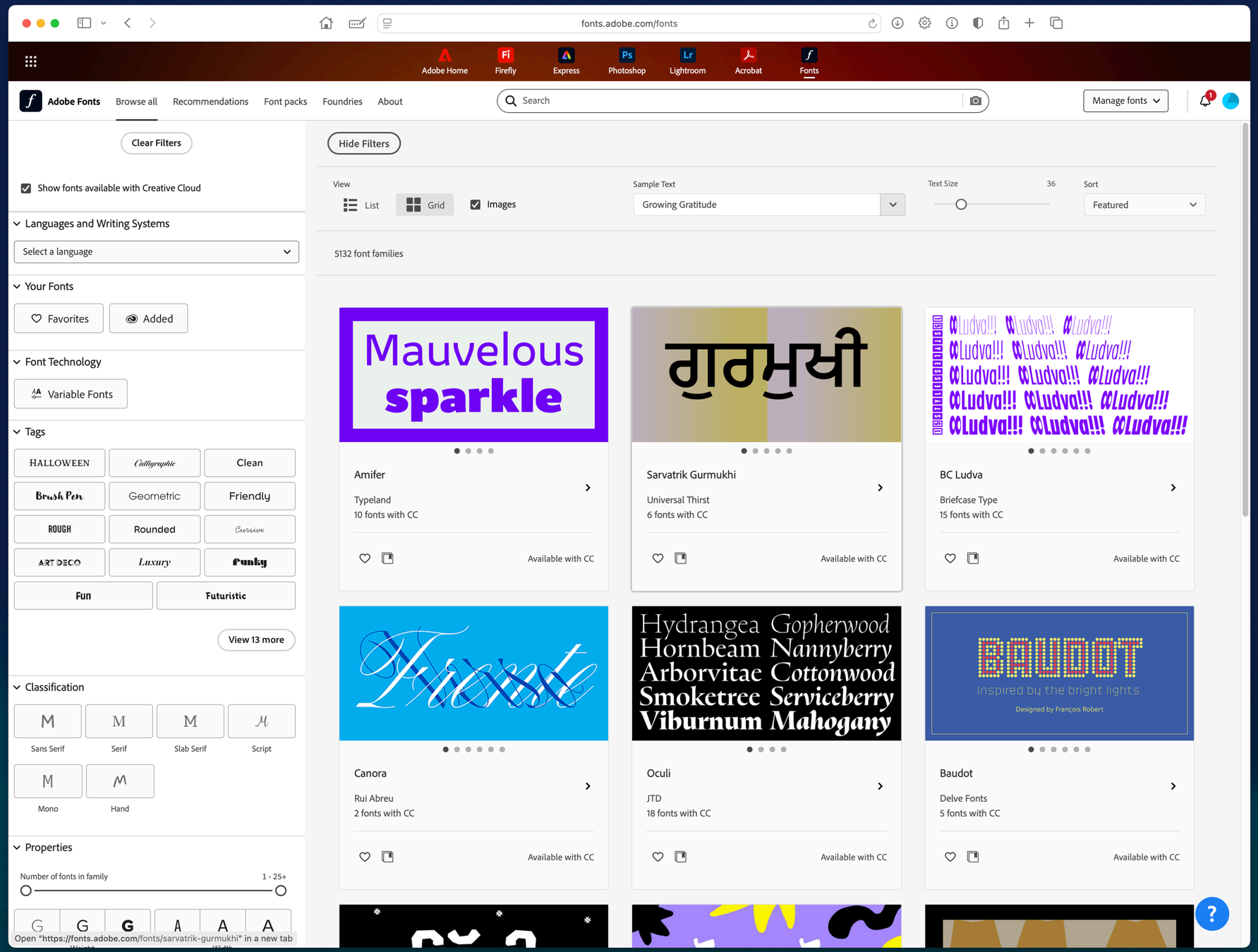
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Tags

HALLOWEEN | Calligraphic | Clean

Brush Pen | Geometric | Friendly

ROUGH | Rounded | Cursive

ART DECO | Luxury | Funky

Fun | Futuristic

View 13 more

Classification



Sans Serif | Serif | Slab Serif | Script



Mono | Hand

Properties

Number of fonts in family 1 - 25+



Weight

Width



x-Height

Contrast



Italics

Standard or Caps Only



Double or Single Story

Lining or Oldstyle Figures

Classification



Sans Serif



Serif



Slab Serif



Script



Mono



Hand

Properties

Number of fonts in family

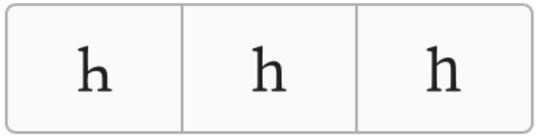
1 - 25+



Weight



Width



x-Height



Contrast



Italics



Standard or Caps Only

fonts.adobe.com/fonts/adobe-garamond

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Adobe Garamond

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Designed by Robert Slimbach. From Adobe Originals.





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View: List | Grid

Sample Text: Growing Gratitude

Text Size: 36

6 fonts

Adobe Garamond Pro Regular

Growing Gratitude

Adobe Garamond Pro Italic

Growing Gratitude

Adobe Garamond Pro Semibold

Growing Gratitude

Adobe Garamond Pro Semibold Italic

Growing Gratitude

Adobe Garamond

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Designed by Robert Slimbach. From Adobe Originals.

About

Description

An Adobe Originals design, and Adobe's first historical revival, Adobe Garamond is a digital interpretation of the roman types of Claude Garamond and the italic types of Robert Granjon. Since its release in 1989, Adobe Garamond has become a typographic staple throughout the world of desktop typography and design. Adobe type designer Robert Slimbach has captured the beauty and balance of the original Garamond typefaces while creating a typeface family that offers all the advantages of a contemporary digital type family. With the introduction of OpenType font technology, Adobe Garamond has been reissued as a Pro type family that takes advantage of OpenType's advanced typographic capabilities. Now this elegant type family can be used with even greater efficiency and precision in OpenType-savvy applications such as Adobe InDesign.

Type Designer



Robert Slimbach

About

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Type Designer



Robert
Slimbach

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M N O P R
S T U V W
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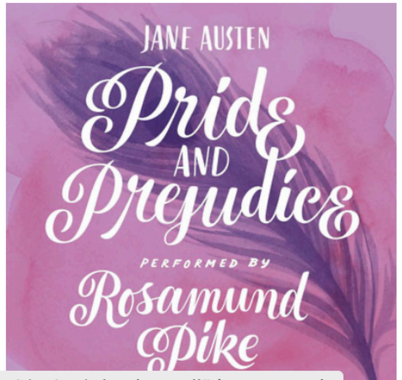










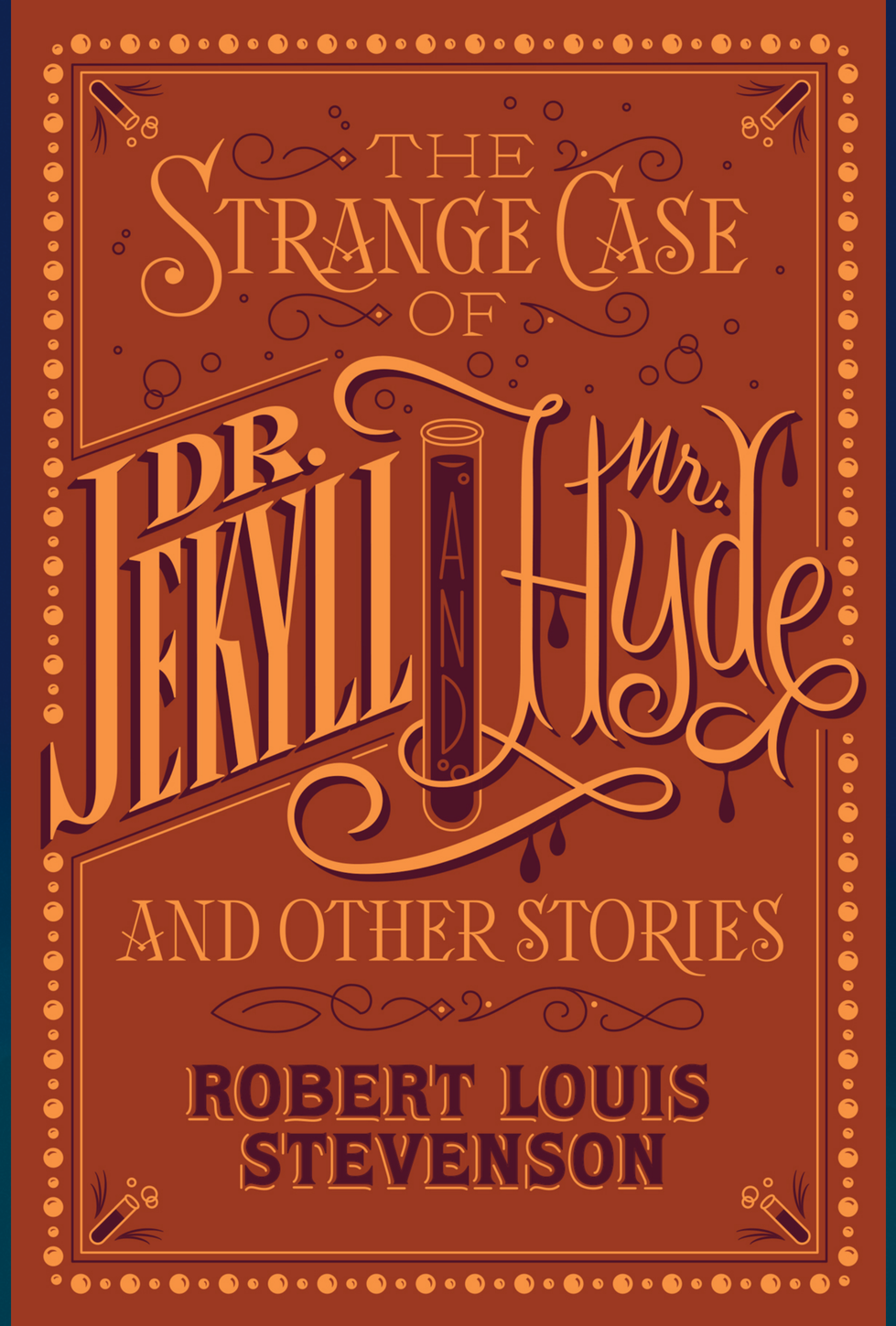










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THE STRANGE CASE OF
DR. JEKYLL AND MR. HYDE
AND OTHER STORIES
ROBERT LOUIS STEVENSON


DR. JEKYLL AND Mr. Hyde
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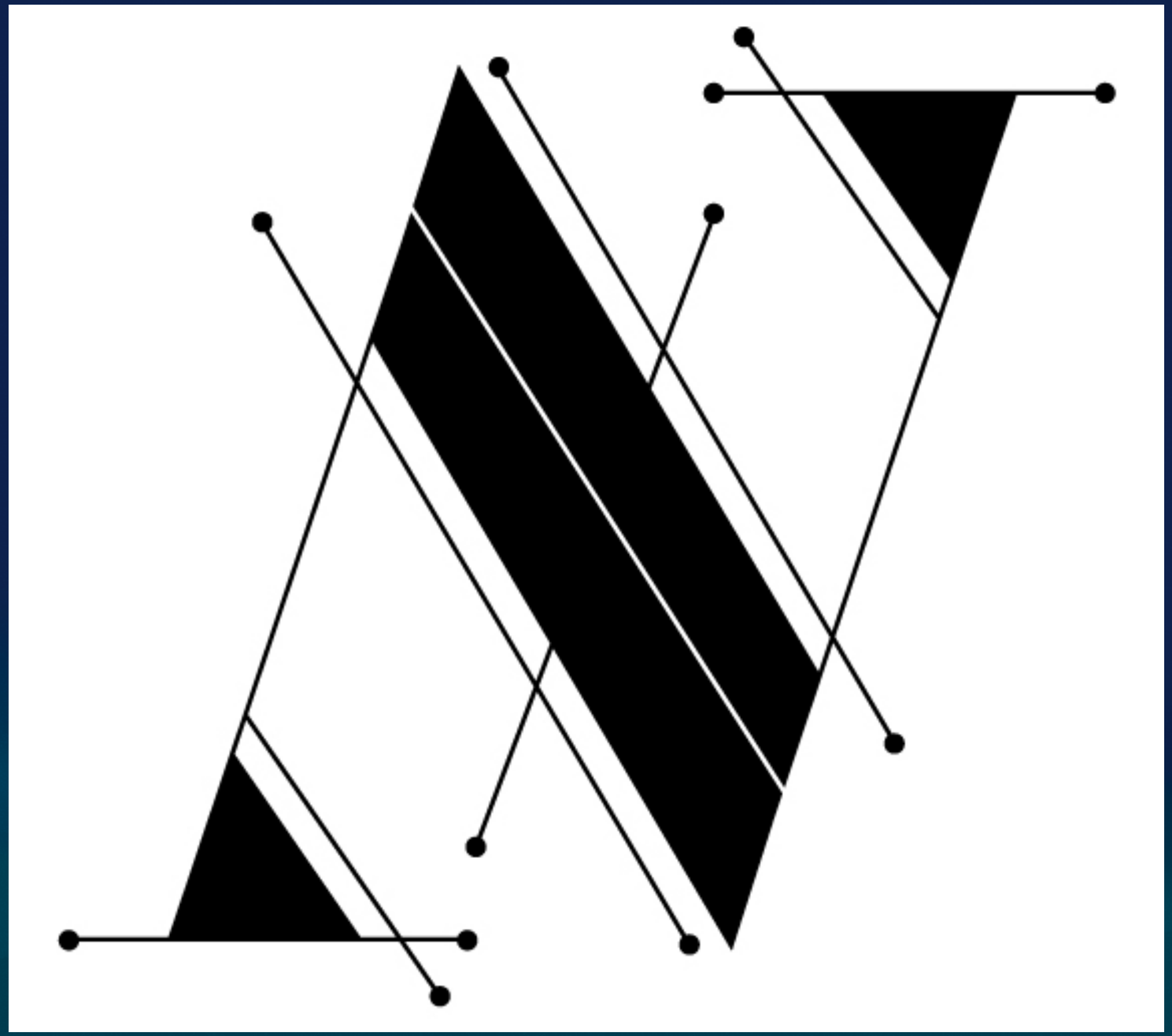
ABOUT



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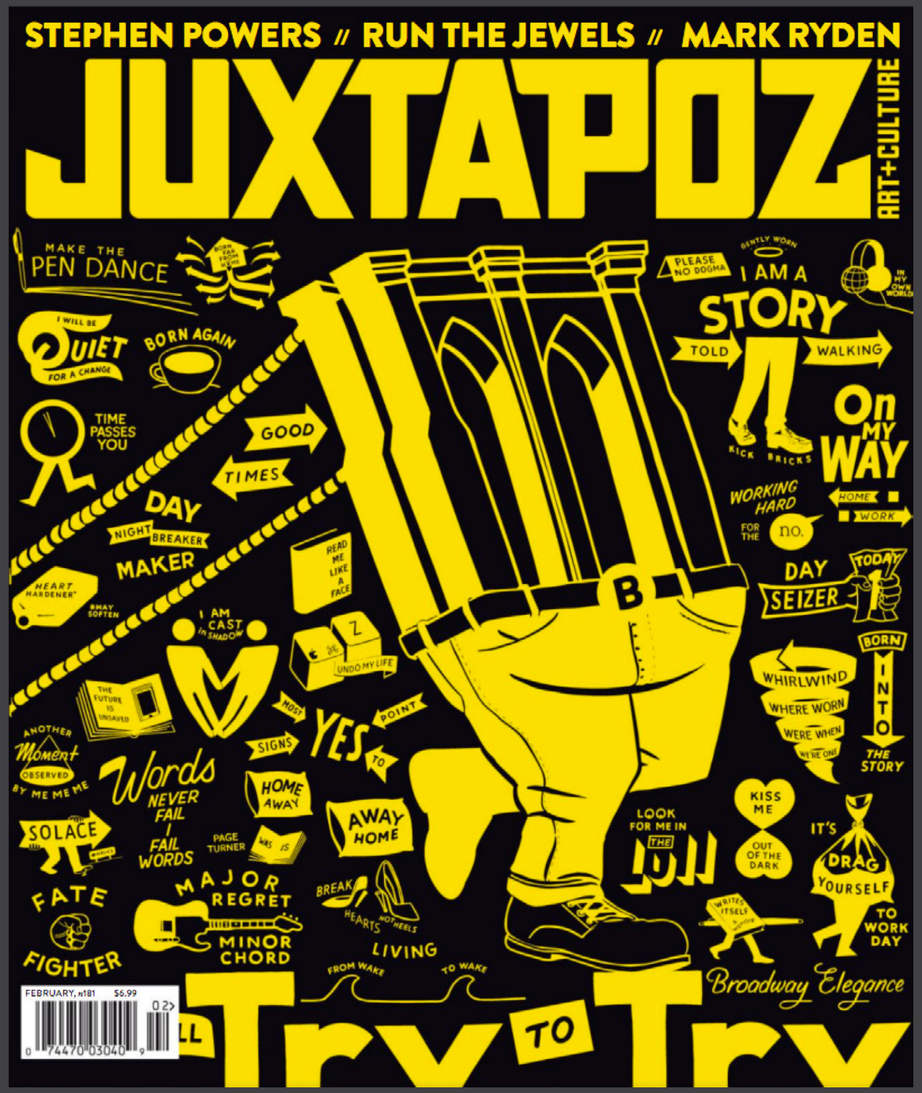
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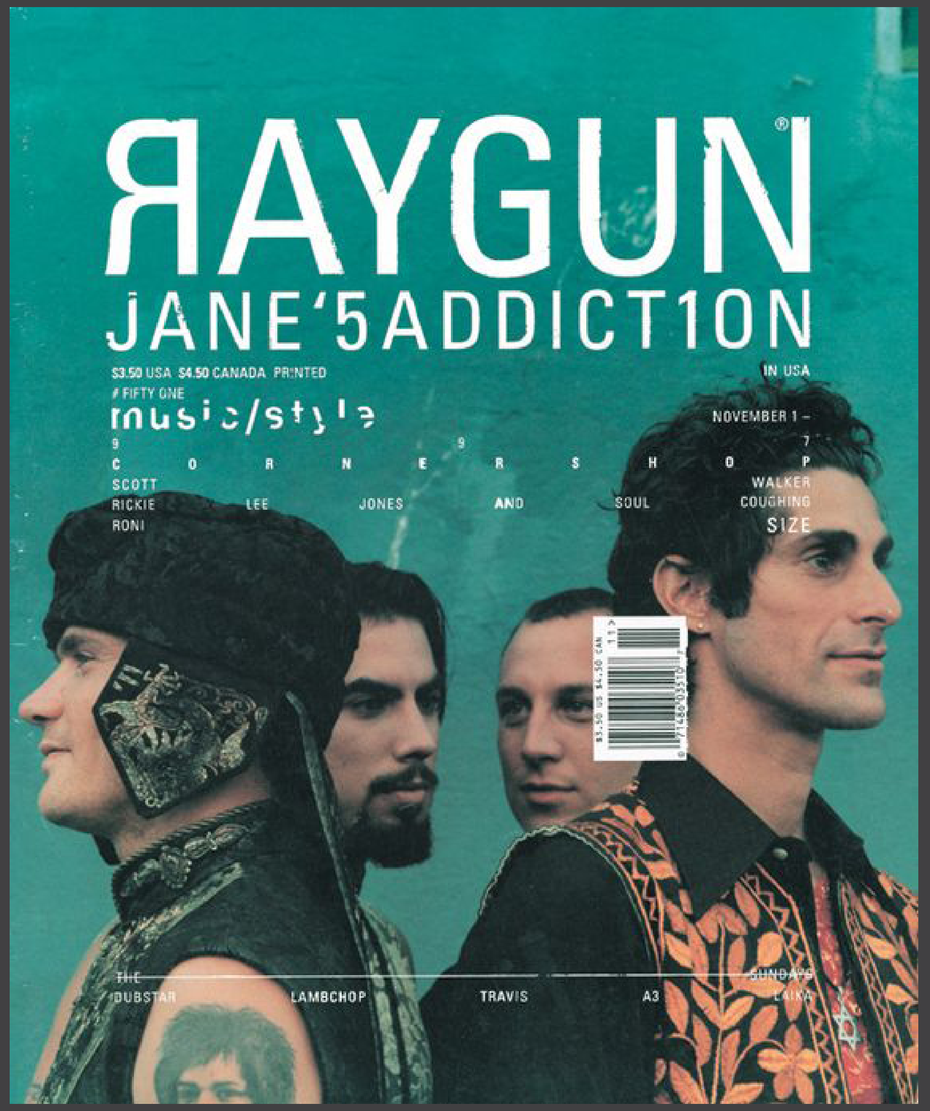
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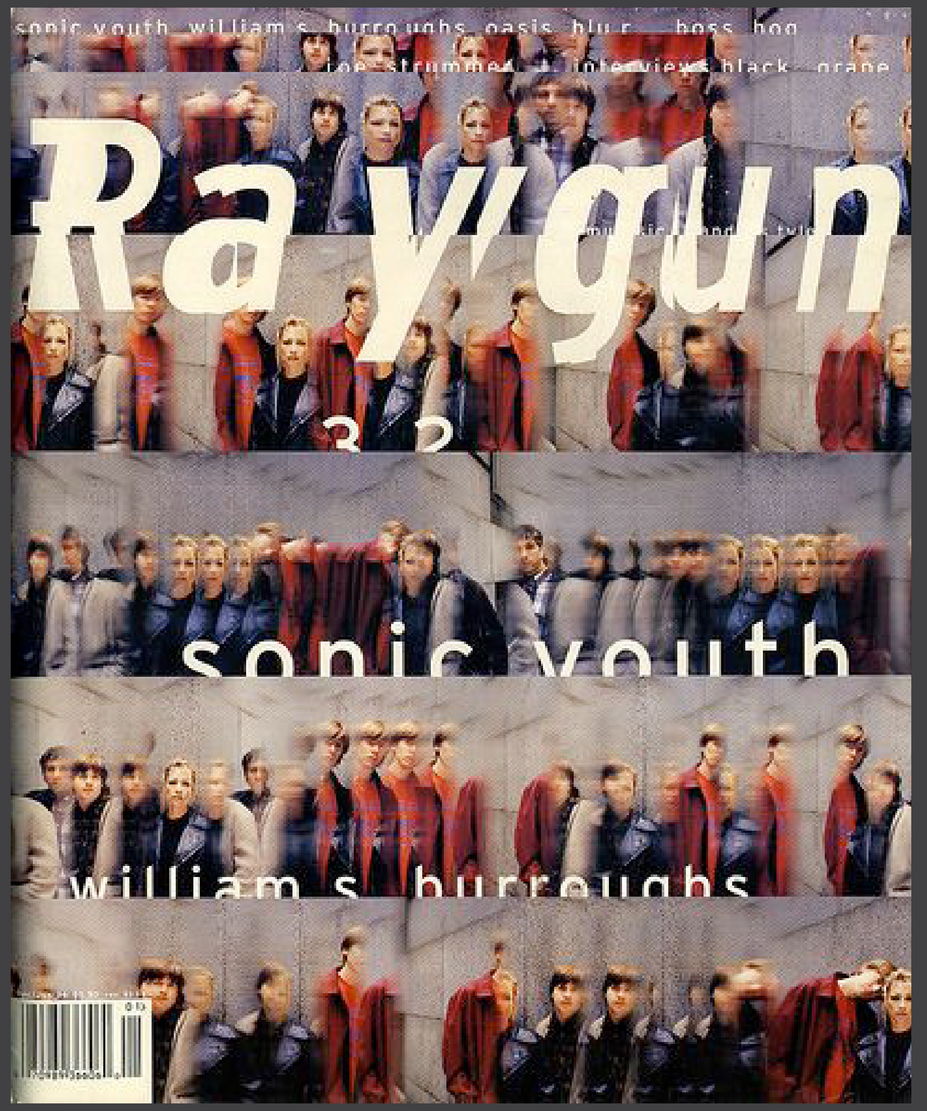
THE U.A.E.



DUBAI PHOTOGRAPHED BY **SEBASTIAN OPITZ** . P36


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JUXTAPOZ
ART+CULTURE
MAKE THE PEN DANCE
I WILL BE QUIET FOR A CHANGE
BORN AGAIN
TIME PASSES YOU
GOOD TIMES
DAY NIGHT BREAKER MAKER
HEART HARDENER
I AM CAST IN SHADOW
READ ME LIKE A FACE
UNDO MY LIFE
THE FUTURE IS UNSAVED
ANOTHER MOMENT OBSERVED BY ME ME ME
SIGNS
YES TO
HOME AWAY
AWAY HOME
Words NEVER FAIL I FAIL WORDS
PAGE TURNER
SOLACE
FATE
FIGHTER
MAJOR REGRET
MINOR CHORD
BREAK HEARTS NOT WHEELS
LIVING
FROM WAKE
TO WAKE
PLEASE NO DOGMA
I AM A STORY
TOLD
WALKING
KICK BRICKS
On MY WAY
HOME
WORK
WORKING HARD FOR THE no.
DAY SEIZER
TODAY
WHIRLWIND
WHERE WORN
WERE WHEN
BORN INTO THE STORY
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Hanging out in hip South Jakarta

Escape central Jakarta's (in)famous traffic and head to its south where you can indulge in great food, unique shopping and artsy culture. We give you seven reasons why this is the capital's coolest neighbourhood



1 Gandaria City

This mall doubles as a public art gallery, featuring impressive and iconic sculptures. The masterpieces by international artists include *Great Gigantic Pumpkin* by Yayoi Kusama, *LOVE* by Robert Indiana and *Dancers* by Fernando Botero. The pieces are only cordoned off with simple velvet ropes, allowing aficionados to get up close and personal with their favourite art. **Jl Sultan Iskandar Muda, Kebayoran Lama, +62 2129052888; gandariacity.co.id**



2 Lobby Lounge at Sheraton Grand

Savour a special menu at the Lobby Lounge, which features an innovative Paired programme. Here, a selection of premium wines curated by *Wine Spectator* magazine and craft beers are paired to a specific tapas-style plate that features locally inspired flavours. **Sheraton Grand Jakarta Gandaria City Hotel, Jl Sultan Iskandar Muda, Kebayoran, +62 21 806 30888; sheratongrandjakartagandariacity.com**

WORDS KAREN TEE ILLUSTRATION KAT CHADWICK



3 Letter D.

One of Jakarta's buzziest restaurants, Letter D is the brainchild of Chef Degan, a former judge on *Masterchef Indonesia*. To reflect the chef's penchant for globetrotting, the menu features a blend of Indonesian and Thai cuisine, with a European touch. Be sure to order the salmon *lodeh*, where slow-roasted salmon is paired with a frothy Indonesian coconut broth to create the ultimate comfort-food dish. Reservations are recommended. **Jl KH Ahmad Dahlan No. 16, +62 2172789111**



4 One Fifteenth Coffee

Put this industrial-chic and Instagram-friendly café on your map when exploring South Jakarta. One of the first coffee shops to offer specialty coffee in the city, One Fifteenth Coffee boasts some of the best beans you can sample, both from Indonesia and abroad. There's also a scrumptious menu of brunch food, sweet treats and local cuisine to complement your brew. **Jl Gandaria 1/63, +62 21 7225678; 1-15coffee.com**

Get a tasteful edit of promising homegrown designers



5 Martabak Boss

If the late-night munchies hit, make your way to this funky food cart. It offers trendy versions of a popular local snack, *martabak* – a pancake stuffed with various ingredients. The hipster interpretations of the dish here include matcha, red velvet and even durian for the adventurous foodie. Best of all, each martabak is cooked to order so you'll get to savour it piping hot off the griddle. **Jl Panglima Polim Raya IX No. 124, +62 21 27510559; facebook.com/MartabakBoss**



6 ARA Jakarta

Fashionistas get a tasteful edit of some of the most promising homegrown designers and fashion labels at ARA Jakarta, a beautiful, light-filled space. Labels in store include Peggy Hartanto (think sculptural cocktail dresses) and Toton – (feminine designs featuring Indonesian fabrics) and modern monochromatic pieces by Fbudi to cater to every style sensibility. **Colony 6 Kemang Unit 5-6, Jalan Kemang Raya No. 6, +62 21 29529958; arajakarta.com**



7 DIA.LO.GUE

Visit this this multi-concept space for unique, design-centric shopping. It houses a retail store that features a wide variety of decorative and home decor items, stationery and jewellery, plus a gallery space that hosts a rotating roster of exhibitions by Indonesian artists and designers. A recent exhibition featured a retrospective of Indonesia graphic design. A laid-back bistro rounds off the facilities. **Jl Kemang Selatan No.99A, RT.1/RW.2, Bangka; facebook.com/dialogueartspace**



1

COOL CLOISTER

QUEBEC CITY, CANADA

Recently opened in the heart of Old Quebec, Le Monastère des Augustines offers the serenity of a convent but with options for yoga and scrapbooking thrown in. The 65-room wellness retreat is partly housed in the restored cloister of the Augustinian Sisters, healthcare pioneers who founded here, in the 17th century, the first hospital in North America outside of Mexico. *(monastere.ca/en; packages from CAD74/₹3,735 per night, per person for double occupancy.)*

2

Honour Your Mother

AGUAS CALIENTES, PERU

Before journeying up to the Inca ruins on Machu Picchu, give your mother a call. Mother Earth, that is. At traditional "payment to the Earth" rituals at Inkaterra Machu Picchu Pueblo Hotel (one of the National Geographic Unique Lodges of the World), a shaman helps guests honour Pachamama (Mother Earth) by burning a gift-wrapped package. The two-hour ceremony pays tribute to the *apus* (mountain gods). "I'm not a spiritual person, but when the shaman bundled things together and put them in the fire," says Noa Artzi-Weill, who participated in the ritual this year, "I was moved." *(www.nationalgeographiclodges.com/lodges/south-america/inkaterra-machu-picchu; doubles from $274/₹18,282.)*

3

TAKE THE WATERS

BATH, ENGLAND

This British town's mineral-rich geothermal waters are purported to increase endorphins and reduce joint pain. The Celts and Romans wouldn't have used those exact words to explain their attraction to this area centuries ago, but they might still feel at home at the new Gainsborough Bath Spa, with its Doric columns and mosaic tile. *(www.thegainsborough-bathspa.co.uk; doubles from £216/₹17,656.)*

4

Decompress in the Desert

MERZOUGA, MOROCCO

Think of it as a sand bath. During the sweltering months of July and August, blue-turbaned Berbers dig bathtub-size holes in the ochre Sahara sand, wait for the grains to heat up in the sun, and then bury customers up to their necks. Participants stay in the ground about ten minutes, and afterward are wrapped in blankets for an hour and rehydrate with tea. The sweaty sauna-like treatment soothes muscles. Most hotels in the area, including the castle-like Ksar Merzouga, can organize a *bain de sable*, or sand bath. *(ksar-merzouga.com/en; tent doubles from ₹2,980, room doubles from ₹2,660.)*

LE MONASTÈRE DES AUGUSTINES (STATUE AND YOGA): JACKF/GETTY IMAGES (GUANACO), JAMES TAYLOR (TULIP), CLAUDIO CONTRERAS (LLAMA), MIKE KEMP/GETTY IMAGES (SHAMAN), TERRA/GETTY IMAGES (GOGGLES), KONRISK DETEBON/GETTY IMAGES (CAMEL), SOLEIL/GETTY IMAGES (BIKE)

5

WALK ON TREETOPS

UPSTATE NEW YORK, U.S.A.

Get a bird's soaring perspective on the Adirondacks via the new Wild Walk, an elevated, bridge-like boardwalk, ranging from two to four storeys high, that winds through the forest canopy. Along the way, visitors get a peek at surrounding mountains, lounge in a human-size spider web, and play in a twig tree house. *(wildcenter.org; opening times on website; adults $20/₹1,330, children between 5-17 $13/₹865.)*

6

Yoga Mash-ups

MONTANA, U.S.A. AND SWITZERLAND

In winter, Montana's Ranch at Rock Creek (one of the National Geographic Unique Lodges of the World) offers "snowga." Participants cross-country ski or snowshoe up to the mountains, then—with boots and snowshoes on and skis off—practice warrior poses in the snowpack. At the historic Gstaad Palace in the Swiss Alps, "woga" classes take place in a heated pool where instructors hold yogis up during seated positions so they're never fully submerged. *(The Ranch, www.nationalgeographiclodges.com/lodges/north-america/the-ranch-at-rock-creek; doubles from $1,600/₹1,06,770, including all guided activities; Gstaad Palace, palace.ch; doubles from CHF650/₹44,160.)*

7

MOUNTAIN HIGH

LABRADOR, CANADA

Fly-fishing expeditions and backcountry camping are just some of the activities in Mealy Mountains National Park Reserve. Now the largest park in Eastern Canada, the 10,700-sq.-km. wilderness is co-managed by native Innu tribes, who also run Park Lake Lodge, which can only be reached via seaplane. Guests bunk in rustic rooms and when they aren't trying to land the big one, they learn to make hide boots in Innu-led craft lessons. *(parklakelodge.com; 3-day package from CAD2,995/₹1,51,160 per person per night.)*

8

Two-Wheel Safaris

SOUTH AFRICA AND SWAZILAND

Safarigoers use cycling legs, not jeeps, on African Bikers' small-group tours, which pedal past zebras, hippos, and impalas amid the dramatic granite peaks and soothing grasslands of the Mliwane Wildlife Sanctuary, in Swaziland. Daily rides range from 18 to 60 kilometres and cruise through Zulu villages and Kruger National Park in South Africa, and along the Indian Ocean shoreline. Get out of the saddle for visits to crafts collectives and Durban's Indian spice market. *(africanbikers.com; 13-day cycling tour in Eastern South Africa and Swaziland $2,395/₹1,59,615.)*

GURUJOOOX/GETTY IMAGES (SNOWGA), LEGHENGRAND/GETTY IMAGES (FLOATPLANE), ERDEL QUERIN/GETTY IMAGES (FLY FISHERMAN), BURAZIN/GETTY IMAGES (GIRAFFE), PRAPASSONG/GETTY IMAGES (ZEBRA), 4X6/GETTY IMAGES (BICYCLIST)

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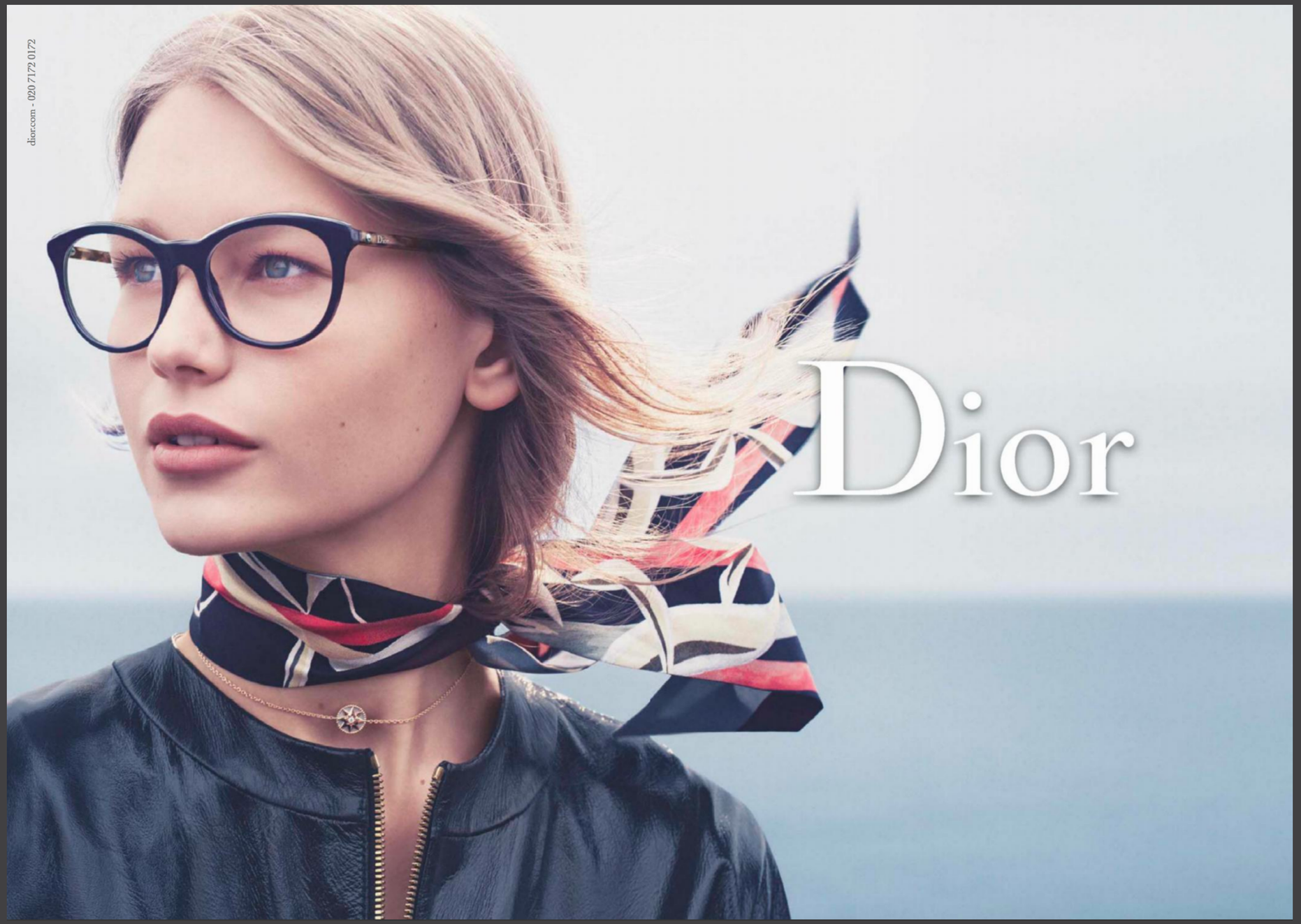
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Jackson POLLOCK

(1912-1956)

PIONEER OF ABSTRACT EXPRESSIONISM

Jackson Pollock affixed his canvas to the floor or the wall, and poured and dripped his paint from a can; instead of using brushes he manipulated it with `sticks, trowels or knives', sometimes obtaining a heavy impasto by an admixture of `sand, broken glass or other foreign matter'. This manner of Action painting had in common with Surrealist theories of automatism that it was supposed by artists and critics alike to result in a direct expression or revelation of the unconscious moods of the artist.

Pollock's name is also associated with the introduction of the All-over style of painting which avoids any points of emphasis or identifiable parts within the whole canvas and therefore abandons the traditional idea of composition in terms of relations among parts. The design of his painting had no relation to the shape or size of the canvas -- indeed in the finished work the canvas was sometimes docked or trimmed to suit the image.

(www.jacksonpollock.com)



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Garamond | Old Style | 1530s | Claude Garamond

Garamond's first type is used in an edition of the book "Paraphrasis in Elegantiarum Libros Laurentii Vallae" by Erasmus. The typefaces Garamond produced between 1530 and 1545 are considered the typographical highlight of the 16th century. His fonts have been widely copied and are still produced and in use today.

(www.linotype.com)

PAT STEIR

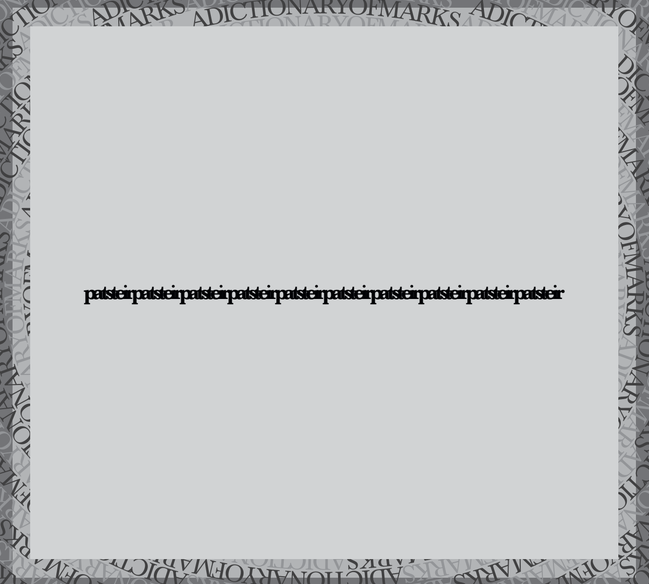
(1940–)

ART OF ICONOGRAPHY

Painter, printmaker Steir is a painter and draftsman of words, letters, signs and symbolic marks, drips and spills applied to paper and canvas. She, who now lives in New York City and Amsterdam, was born Iris Patricia Sukoneck in New Jersey. Immersed in a study of the arts and philosophy as a girl, She continued her interests at Boston University and Pratt Institute in Brooklyn, studying lithography and etching from 19 (showing 500 of 2767 characters).

In a series of six works *Drawing Lesson, Part I, Line #1,* Steir has created what she calls “a dictionary of marks,” derived from the way in which artists whom she admires employ line. Each pair of works represents a particular intellectual, emotional, or expressive quality of line. One pair refers to the work of Rembrandt. The center square of her piece is a sort of “blow-up” of Rembrandt’s basic line.

(Sayre, Henry M. *A World of Art.* & www.askart.com)



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Baskerville | Transitional | 1757 | John Baskerville

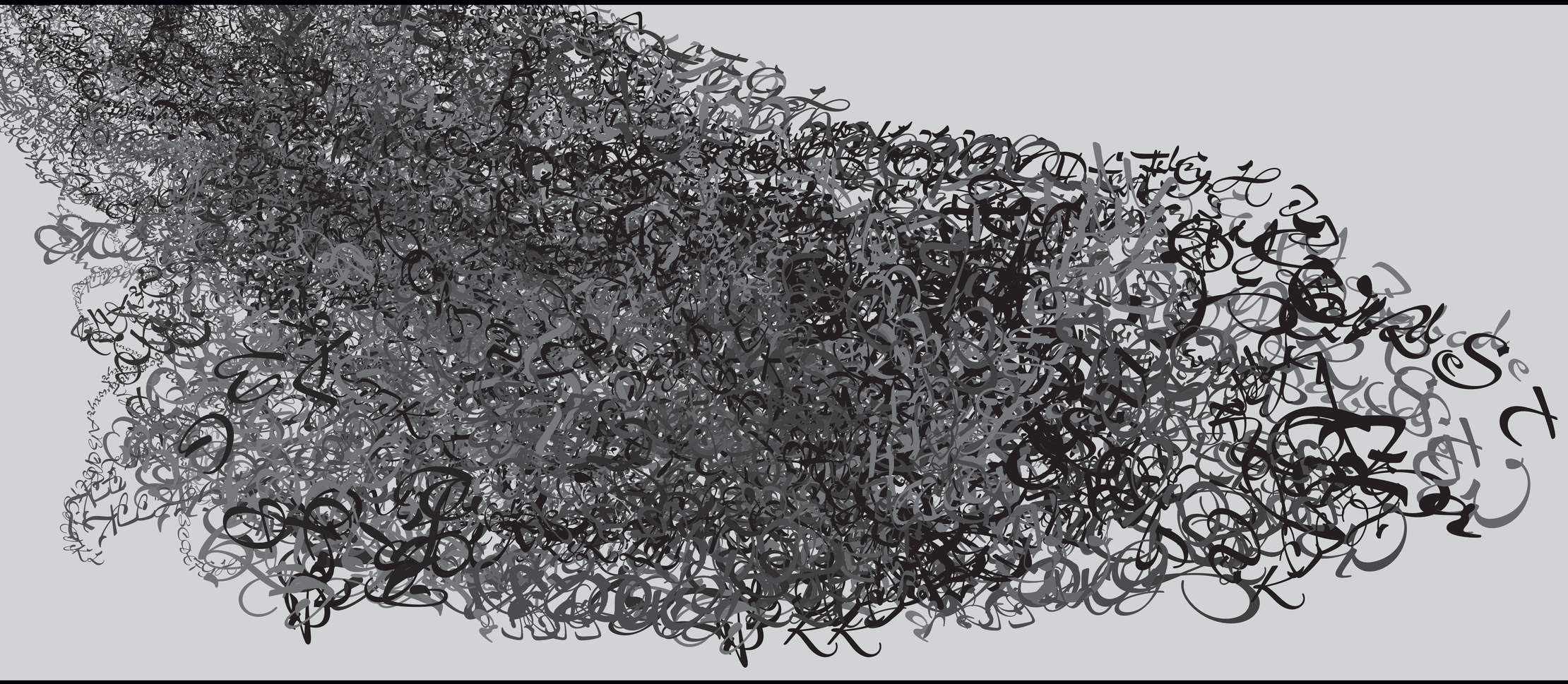
Baskerville was originally created in England for setting books such as quarto edition of Vergil. His type face introduced the modern, pseudo-classical style, with level serifs and with emphasis on the contrast of light and heavy lines. Books printed by Baskerville are typically large, with wide margins, made with excellent paper and ink. His masterpiece was a folio Bible, published in 1763. (www.encyclopedia.com)

Lynda Benglis (1941-)

Highly Visible Sculptor

Known for her exploration of metaphorical, biomorphic shapes, Benglis has balanced abstraction with content and gesture with mass, creating a diverse body of work known for its formal and innovative qualities. She is deeply concerned with the physicality of form and how it affects the viewer, and she uses a wide range of materials to render iconographic impressions of mass and surface. Though essentially abstract, the sculptures simultaneously suggest an image of contemplation and physical power. She has also worked extensively in video and has experimented with printmaking, cast paper, painting, drawing, and ceramics.

(www.toomey-tourell.com & www.tandempress.wisc.edu)

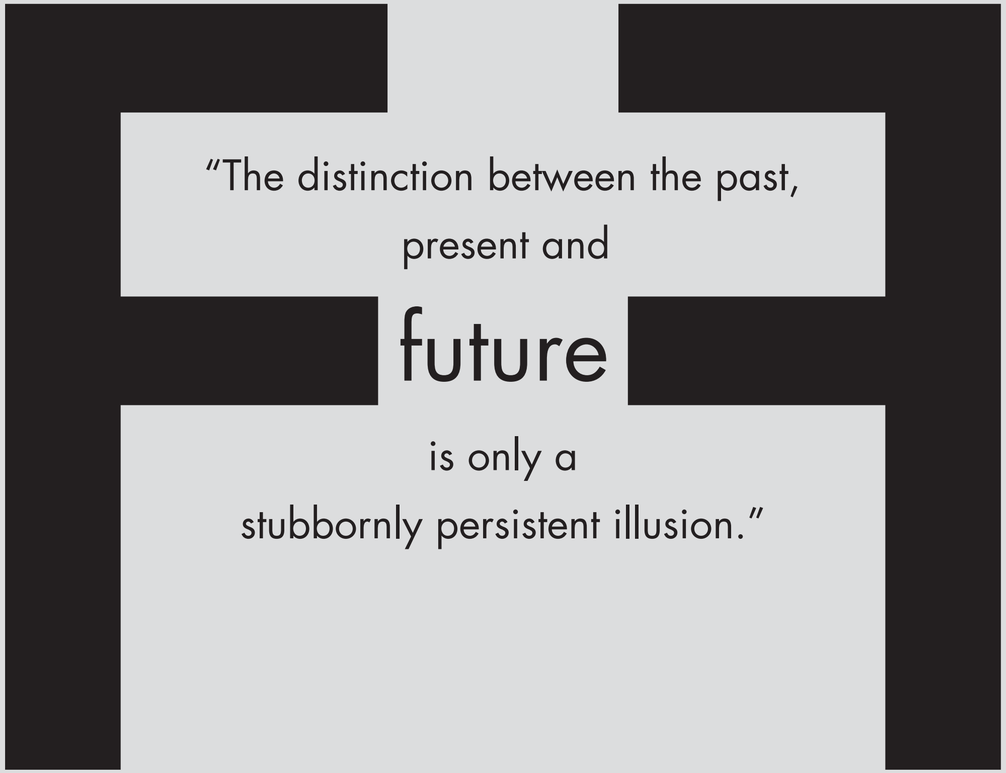


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Charme Script 1958 Helmut Matheis

Charme was designed for the Ludwig & Mayer typefoundry. A flowing, informal script with a steep and lowercase letters that connect, Charme has a fresh and lively look. Charme works well when used frugally on packaging, letterhead, invitations, and in other casual display situations.

(www.store1.adobe.com)



E=Futura²

Geometric Sans Serif

GERMANY

1927

Futura was Paul Renner’s solution to form following function. It has often been thought that this typeface was part of the Bauhaus movement, however it was rarely used by designers who embraced that style. Futura is efficient and simple. It’s based on basic geometric forms and adores white space.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 a b c d e f g h i j k l m n o p q r s t u v w x y z (@ $ # & !)

G

“Isn’t it strange that I who have written so many unpopular books should be such a popular fellow?”

E = Garamond^2

Old Style

PARIS

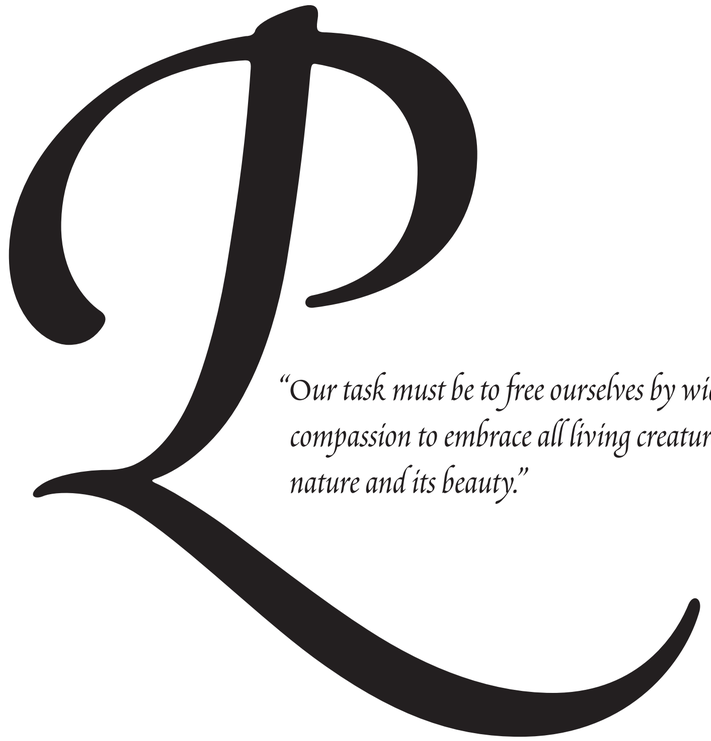
1530

Claude Garamond was a punch-cutter by trade. He created his typeface, Garamond, to mirror former calligraphic letter forms to make the masses more comfortable with machine made type.

Garamond is classic, elegant, and versatile. It’s used often for setting books. The fine curves of this typeface work well with geometric sans serifs. It is not reserved purely for conservative uses.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 a b c d e f g h i j k l m n o p q r s t u v w x y z (@ $ # & !)



"Our task must be to free ourselves by widening our circle of compassion to embrace all living creatures and the whole of nature and its beauty."

E=Poetica²

Script

AMERICA

1992

Poetica was developed by Robert Slimbach to model chancery handwritten scripts that were used during the Italian Renaissance and also influenced italics and modern calligraphy.

This typeface was the first Adobe Originals script typeface of its style. It contains a vast amount of alternate characters which embellish it and give it variety and richness. It is very elegant.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 a b c d e f g h i j k l m n o p q r s t u v w x y z (@ $ # & !)

Catherine Fanshawe

“Twas whispered in heaven,
‘twas muttered in hell,
An echo caught faintly
the sound as it fell;
On the confines of earth
’twas permitted to rest,
And in the depths
of the ocean
its presence confes’d;
‘Twill be found
in the sphere
when ’tis riven asunder,
Be seen in the lightning
and heard in the thunder;
‘Twas allotted to man
with his earliest breath,
Attends him at birth
and awaits him at death,
Presides o’er his happiness,
honor and health,
Is the prop of his house,
and the end of his wealth.

a A b B c C d D e E f F g G h H i I j J k K l L m M n N o O p P q
Q r R s S t T u U v V w W x X y Y z Z 1 2 3 4 5 6 7 8 9 0 ? ! & % #

Transitional

John Baskerville created his ideal typeface in his pursuit of perfect printing. He spent years refining the letterforms, and a few more in having the first types cut. The first book using these forms was produced in 1757 in England.

Baskerville’s letters were lighter and more delicate than Old Style typefaces. This, and the increased contrast in the stroke weight compelled Baskerville to develop new printing technologies to properly reproduce his type. He made improvements in inks, papermaking, and on the printing press itself.

Initially, Baskerville’s improvements were not appreciated. His contemporaries considered the typefaces unreadable, but Baskerville has been one of the most widely used faces for the last 75 years.

Baskerville

IFREADINGTH

One in five Americans can't read.

ISISHARDIM

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AGINENOTRE

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WORST GIFT/BEST GIFT

AS
THE
RELAT
IVES ARRI
VED AT OUR
HOUSE, I WAS
ONLY TOO HAPPY
TO ESCORT THEIR
PACKAGES TO THE
TREE WHERE I HAD
ALREADY SECTIONED
GIFTS ACCORDING TO
NAME, AGE, AND FAMI
LY RELATION. WHEN SOME
ONE FINALLY GAVE THE OKAY
TO OPEN PRESENTS, THERE WAS
NO CONTROLLING ME. I GRABBED
THE BIGGEST PACKAGE AND STARTED
RIPPING. SUDDENLY I STOPPED. INSIDE
WAS A BABY WET-N-WIPE. ONLY THEN DID
I CHECK THE NAME TAG ON THE PRESENT: "TO
RENEE." MY BROTHER ROLLED ON THE FLOOR, DYING
OF LAUGHTER; MY RELATIVES SMILED IN AMUSEMENT. I
HAVE LEARNED THAT IT IS DANGEROUS TO ASSUME
THAT THE BIGGEST AND BEST PACKAGE IS ALWAYS FOR YOU.

MY GREAT AUNT OLIVE NEVER MISSED
GIVING ALL OF US KIDS A PRESENT. SHE DID ALL RIGHT,
USUALLY, CONSIDERING THERE WERE 20 OF US. BUT
SOMETIMES SHE GOT CONFUSED. ONE YEAR I
RECEIVED GIRLS' TIGHTS (THE WRONG
SIZE, EVEN).

I TRY TO STAY AWAY FROM THE
CONCEPT OF BEST AND WORST; DON'T LIKE FEELING THAT
EVERYTHING IS BEING GRADED ON SOME COSMIC
REPORT CARD. (HOWEVER, THE VACU-
FORM WAS A HIGHLIGHT.)

HANDS DOWN, THE BEST PRESENT I EVER
RECEIVED WAS THE BARBIE AND KEN
CONDO—HOMEMADE BY MY PARENTS. IT
HAD PURPLE AND YELLOW SHAG CARPET
ING AND CHAIRS MADE OUT OF OLD
RENUZIT CONTAINERS. WHAT
A FABULOUS DAY. THE
WORST GIFT WAS A STRETCHY
SET OF POLYESTER UNDER
GARMENTS—T-SHIRT AND
MATCHING UNDERPANTS
IN A BLUE AND WHITE
OCTAGON
PATTERN

THERE HAVE BEEN SEVERAL PRESENTS
OF NOTE, TOO NUMEROUS TO LIST, BUT
ONE WHICH DESERVES MENTION WAS
THE BLUE CRUSHED VELVET PANT
SUIT PAINSTAKINGLY SEWED FOR
ME BY MY MOTHER. THIS OUTFIT
WAS SOPHISTICATED WITH A
CAPITAL S. THE FIRST DAY
BACK IN JUNIOR HIGH I WORE
MY NEW TOGS AND WAS
PROUDLY SAUNTERING
DOWN THE HALL TO CLASS
WHEN SOMEONE MADE A
WISECRACK AS I PASSED
BY. NEVER WORE THAT
PANTSUIT
AGAIN

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PUBLIC HEALTH

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Pathogens in soil are a danger to firefighters, but smoke may transport spores that cause valley fever and other infections into cities too.

MARYN MCKENNA

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COVID misinfo is the biggest challenge for Twitter's Birdwatch

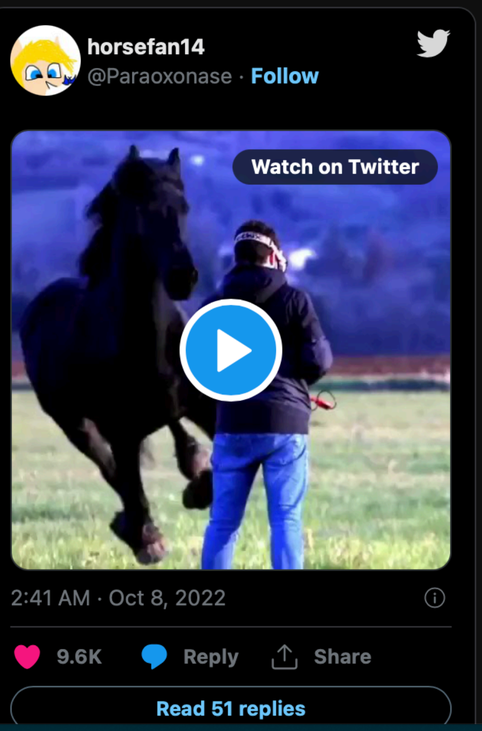
Today's Storystream

FEED REFRESHED TWO HOURS AGO •
WELCOME TO THE AESTHETICS OF SPACE PHOTOGRAPHY

E

ELIZABETH LOPATTO TWO HOURS AGO

When you film the majestic horse using a first person drone. I guess we know how the horse feels about the metaverse!



THE LATEST FEED / THE LATEST FEED / THE LATEST FEED / THE LATEST FEED / THE LATEST FEED / THE LATEST

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ABOUT DEGREES STUDENT WORK HOW TO APPLY PORTFOLIO





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Turn your creative side into a career. Take classes in design, layout, typography and earn a degree in graphic design

DEGREE OVERVIEW

The graphic design degree emphasizes ideas and creativity above all else, while also providing a firm technical foundation in software and production. Classes in design, color theory, illustration, typography, layout and software form the basis for designers as they learn to solve communications challenges. Classes take a projects-based approach to instruction, with many hands-on, practical assignments in a collaborative environment.

Students also have the opportunity to work with outside clients on live projects in the Design Studio course. Students will produce both a print and a digital portfolio of work including a personal logo, résumé and website in preparation for entering the job market.

A portfolio show, introducing you to the business community, is at the end of spring term your final year.

Degree Quick-Stats:

NUMBER OF CREDITS:

98

AVERAGE COHORT SIZE:

28

AVERAGE CLASS SIZE:

15




A Clockwork Orange
Anothony Burgess
665321
A Clockwork Orange
Anthony Burgess

Transitional Design

The introduction of digital media was, for many graphic designers, a major disruption of geological proportions. While some reaffirmed their allegiance to printed matter, considering that the new technologies were nothing more than advanced production tools, others, driven by curiosity, chose the path of experimentation. But there were no signposts along the way. Words had to be crafted to describe choices and options. Transmedia projects. Creative ambidexterity. Data visualization. Integrated thinking. Experience Design. The new jargon did nothing to explain what was happening. The first graphic designers who ventured outside the boundaries of the known analog realm were speaking in tongues!

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However, their work was quite sensational. If they had trouble naming what they did, the results spoke for themselves. Even though their practice was "transitional" (another word that doesn't say much), these designers won big awards, were invited to participate in juries, spoke at international conferences, made headlines, and had museum retrospectives.

Today, there is a new generation of graphic designers who haven't experienced this transitional phase firsthand but who have retained the multidisciplinary approach pioneered by their peers. One can count on them to usher in new ideas and unexpected practices. Most of them are self-taught and entrepreneurial in spirit. To join their ranks, graphic designers don't have to be fluent in programming codes or even technologically proficient, but they must be fast learners. Critical is an ability to hit the ground running and get up to speed in no time at all.

If you happen to be this type A individual, the number of opportunities for employment can be mind-boggling. You can join teams of Web designers who are exploring novel ways to navigate information and interact with it. You can find work in the field of motion graphics, where you will be prompted to develop your storytelling skills. You can he hired by advertising agencies to work, in their "lab" department, where researchers explore new media options and concoct alternative tactics for social networking marketing.

How do you break in? By having a passion and doing something about it, whether it is claymation or bookbinding, prototyping or broadcasting, information graphics or wayfinding. Develop projects that demonstrate how you approach the topic of your choice. Bring a product or a service of your own making to the market. Raise money for a venture with a crowd-funding campaign. Design an app. Initiate a cycle of conferences. Open a small gallery. Make mini-documentary films.

The measure of success in this space we call "transitional design" is not how things look but how things "work."

Needless to say, no one aspires to job security in this career path! As the saying goes, "The ink doesn't dry in the digital age." But, as confirmed by the next series of interviews, there is no shortage of successful people in this category. What these innovators have in common is a certain amount of charisma, not because of their personality, but because of their attitude—a fearless disdain for preconceived ideas.

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Heller, Steven, and Veronique Vienne. Becoming a Graphic and Digital Designer : A Guide to Careers in Design, John Wiley & Sons, Incorporated, 2015.
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11 Understanding Change

Today, initiating new interactions is often more productive than generating new products, new forms, or new styles. Graphic designers who collaborate with people in other disciplines—architects, choreographers, linguists, mathematicians, chefs—are discovering that they can expand their practice beyond the confines of the conventional boundaries for their profession and still retain their distinctive competence. Truth be told, there are very few domains in which the input of graphic designers doesn't enhance the end result and elevate the conversation.

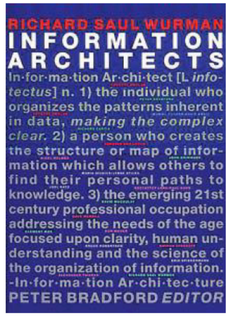
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Richard Saul Wurman

The Architect of Understanding

Richard Saul Wurman, an American architect, is best known as the cofounder of the TED conferences, (Technology Entertainment Design), the 16-minute presentation format in which charismatic speakers pitch new ideas that will change the world. He also created the TEDMED conferences and the e.g. conferences. A new format, the WWW suite of gatherings, is now in development. Wurman is also credited for having coined the term "information architecture." He demonstrated how to present data effectively with a series of travel guidebooks in which vast amounts of information were dissected into smaller maps, graphs, and text blocks. Along with more than 40 Access guidebooks, he authored *Information Anxiety* (1989), *Understanding Healthcare* (2004), and 33: *Understanding Change & the Change in Understanding* (2009). One piece of information he has trouble sharing with others is his motivation. "I want you to understand something," he says. "I do not have a message. I do not have a mission. All I am trying to do is not be boring."



Information Architects
by Richard Saul Wurman
1997

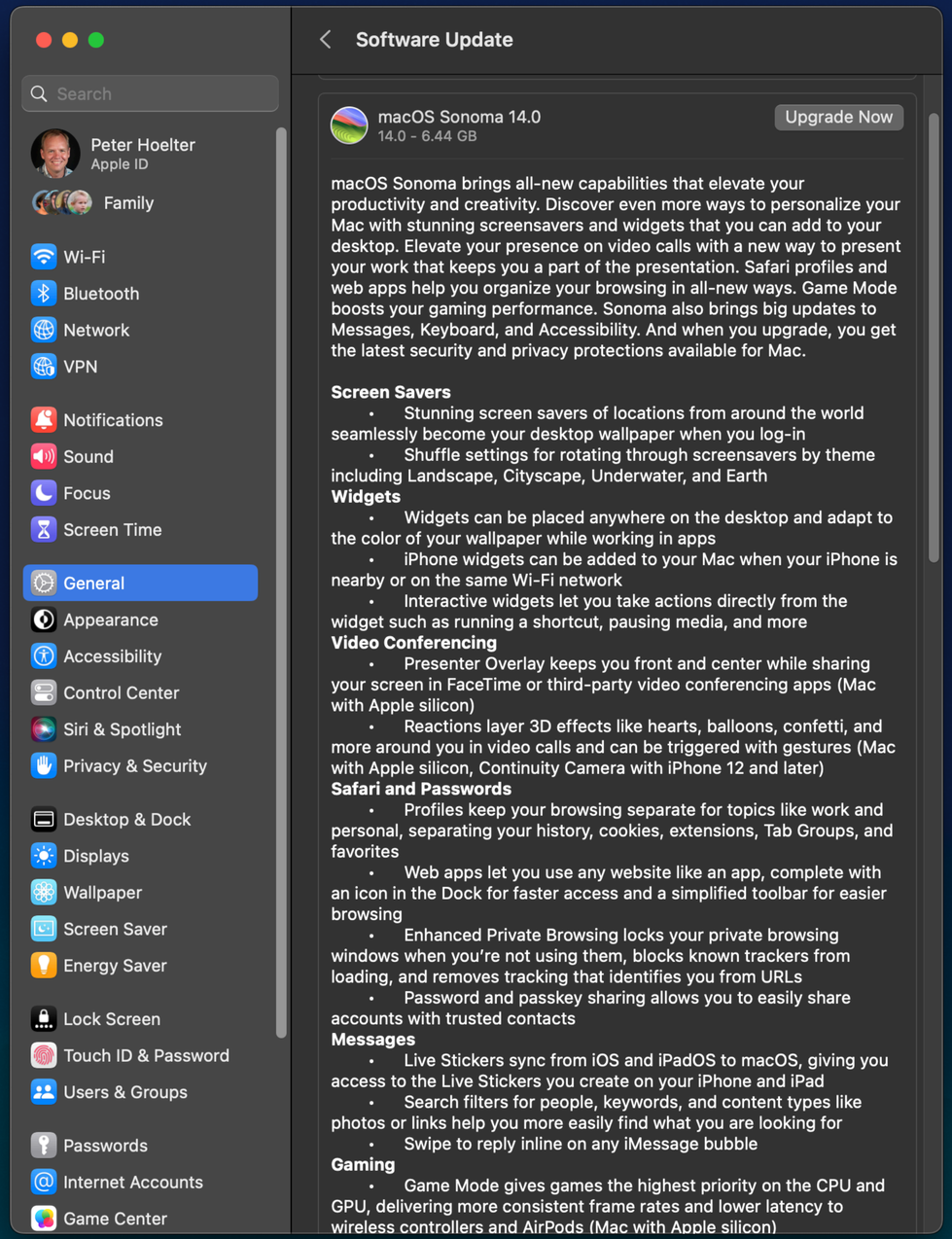
Back in 1984, when you put together your first TED conference, what was your objective?
All I was trying back then was to create a conference I would personally enjoy—one featuring people who intrigued me. I wasn't trying to "share" my interests with others, but rather satisfy my own curiosity. Granted, it was egocentric and self-serving. I just wanted my programs to be "good." And they were.

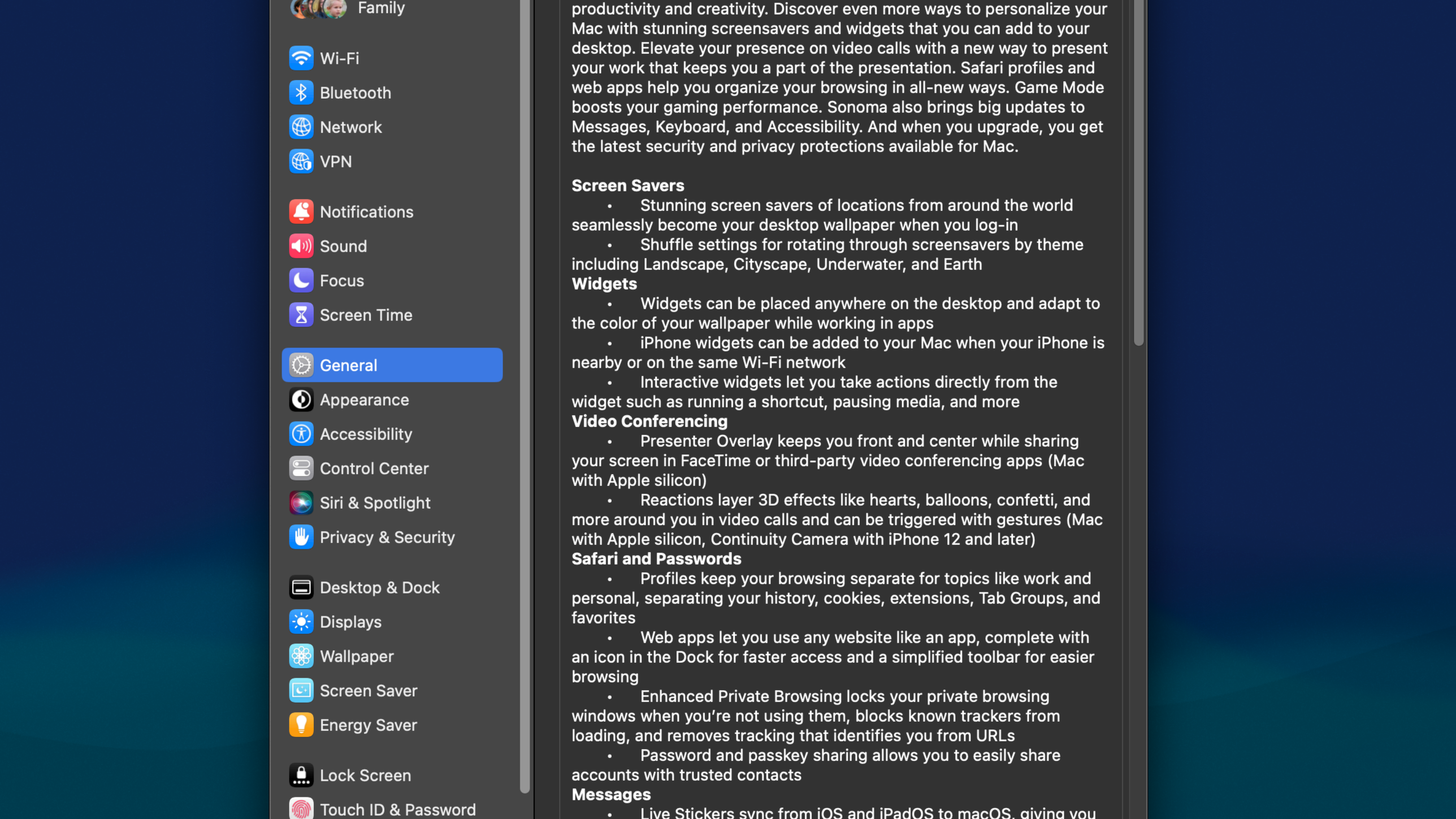
My very first conference was amazing. Among the speakers were Frank Gehry, who wasn't famous yet; Steve Jobs, who made public for the first time three working prototypes of the Macintosh; Nicholas Negroponte, who announced the MIT Media Lab; and the president of Sony USA, who distributed shiny little disks—the first CDs anyone had ever seen. I wasn't trying to change the world—but my guests did!

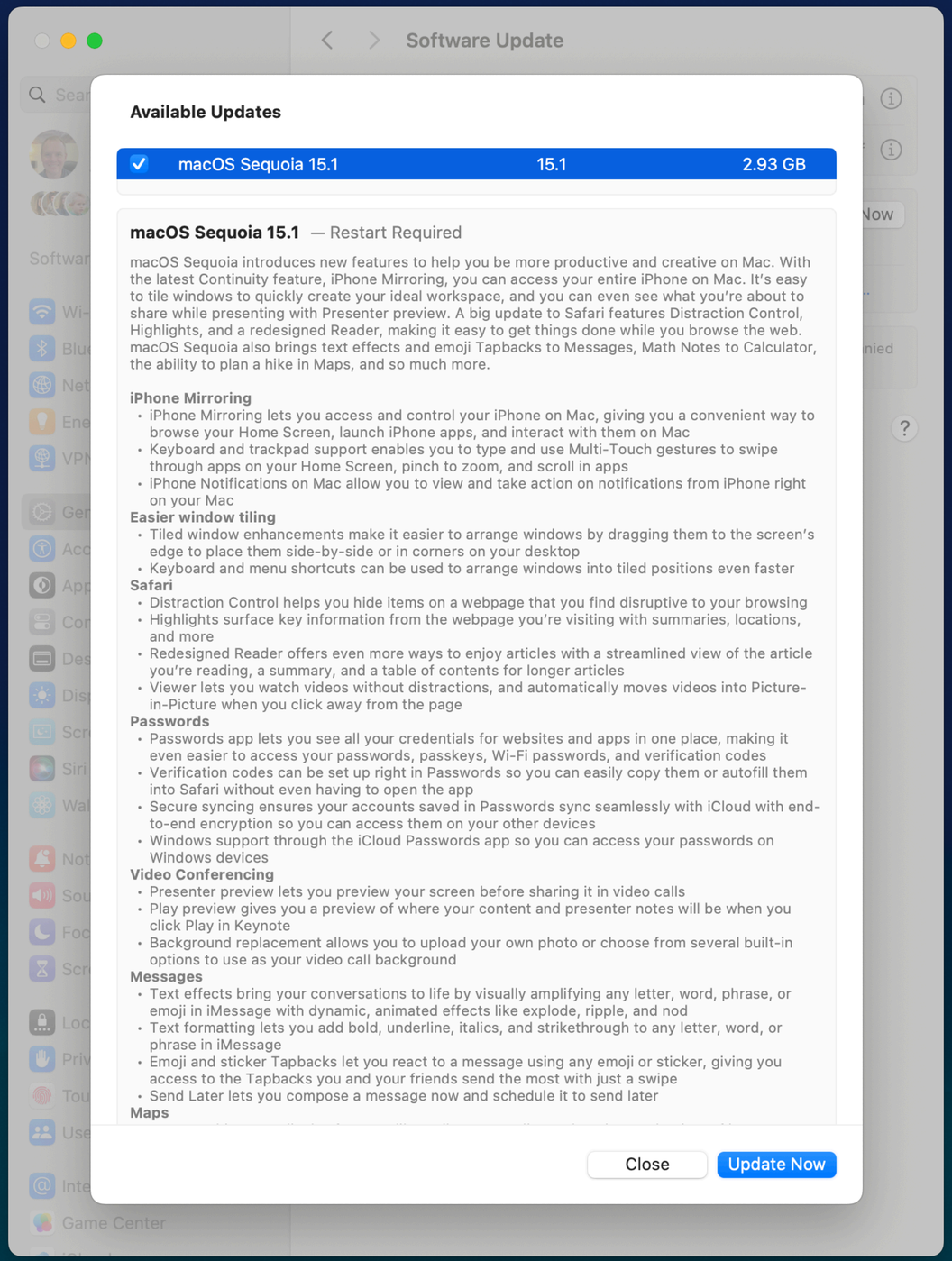
I sold TED in 2003 to a gentleman who, unlike me, is trying to "change" the world. There is a fundamental difference between him, who wants to "do good"—and me, who wants to "be good" at whatever I happen to be working on.

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• iPhone widgets can be added to your Mac when your iPhone is nearby or on the same Wi-Fi network
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Video Conferencing
• Presenter Overlay keeps you front and center while sharing your screen in FaceTime or third-party video conferencing apps (Mac with Apple silicon)
• Reactions layer 3D effects like hearts, balloons, confetti, and more around you in video calls and can be triggered with gestures (Mac with Apple silicon, Continuity Camera with iPhone 12 and later)
Safari and Passwords
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• Web apps let you use any website like an app, complete with an icon in the Dock for faster access and a simplified toolbar for easier browsing
• Enhanced Private Browsing locks your private browsing windows when you're not using them, blocks known trackers from loading, and removes tracking that identifies you from URLs
• Password and passkey sharing allows you to easily share accounts with trusted contacts
Messages
• Live Stickers sync from iOS and iPadOS to macOS, giving you access to the Live Stickers you create on your iPhone and iPad
• Search filters for people, keywords, and content types like photos or links help you more easily find what you are looking for
• Swipe to reply inline on any iMessage bubble
Gaming
• Game Mode gives games the highest priority on the CPU and GPU, delivering more consistent frame rates and lower latency to wireless controllers and AirPods (Mac with Apple silicon)


Family
Wi-Fi
Bluetooth
Network
VPN
Notifications
Sound
Focus
Screen Time
General
Appearance
Accessibility
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Screen Saver
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• Password and passkey sharing allows you to easily share accounts with trusted contacts
Messages
• Live Stickers sync from iOS and iPadOS to macOS, giving you


Software Update
Available Updates
macOS Sequoia 15.1 15.1 2.93 GB
macOS Sequoia 15.1 — Restart Required
macOS Sequoia introduces new features to help you be more productive and creative on Mac. With the latest Continuity feature, iPhone Mirroring, you can access your entire iPhone on Mac. It's easy to tile windows to quickly create your ideal workspace, and you can even see what you're about to share while presenting with Presenter preview. A big update to Safari features Distraction Control, Highlights, and a redesigned Reader, making it easy to get things done while you browse the web. macOS Sequoia also brings text effects and emoji Tapbacks to Messages, Math Notes to Calculator, the ability to plan a hike in Maps, and so much more.
iPhone Mirroring
• iPhone Mirroring lets you access and control your iPhone on Mac, giving you a convenient way to browse your Home Screen, launch iPhone apps, and interact with them on Mac
• Keyboard and trackpad support enables you to type and use Multi-Touch gestures to swipe through apps on your Home Screen, pinch to zoom, and scroll in apps
• iPhone Notifications on Mac allow you to view and take action on notifications from iPhone right on your Mac
Easier window tiling
• Tiled window enhancements make it easier to arrange windows by dragging them to the screen's edge to place them side-by-side or in corners on your desktop
• Keyboard and menu shortcuts can be used to arrange windows into tiled positions even faster
Safari
• Distraction Control helps you hide items on a webpage that you find disruptive to your browsing
• Highlights surface key information from the webpage you're visiting with summaries, locations, and more
• Redesigned Reader offers even more ways to enjoy articles with a streamlined view of the article you're reading, a summary, and a table of contents for longer articles
• Viewer lets you watch videos without distractions, and automatically moves videos into Picture-in-Picture when you click away from the page
Passwords
• Passwords app lets you see all your credentials for websites and apps in one place, making it even easier to access your passwords, passkeys, Wi-Fi passwords, and verification codes
• Verification codes can be set up right in Passwords so you can easily copy them or autofill them into Safari without even having to open the app
• Secure syncing ensures your accounts saved in Passwords sync seamlessly with iCloud with end-to-end encryption so you can access them on your other devices
• Windows support through the iCloud Passwords app so you can access your passwords on Windows devices
Video Conferencing
• Presenter preview lets you preview your screen before sharing it in video calls
• Play preview gives you a preview of where your content and presenter notes will be when you click Play in Keynote
• Background replacement allows you to upload your own photo or choose from several built-in options to use as your video call background
Messages
• Text effects bring your conversations to life by visually amplifying any letter, word, phrase, or emoji in iMessage with dynamic, animated effects like explode, ripple, and nod
• Text formatting lets you add bold, underline, italics, and strikethrough to any letter, word, or phrase in iMessage
• Emoji and sticker Tapbacks let you react to a message using any emoji or sticker, giving you access to the Tapbacks you and your friends send the most with just a swipe
• Send Later lets you compose a message now and schedule it to send later
Maps
Close
Update Now
Game Center

www.washingtonpost.com/dc-md-va/2023/10/08/burger-king-apostrophe/

The Washington Post
Democracy Dies in Darkness

Burger King, the erroneous apostrophe in your TV ad is killing me



Perspective by John Kelly
Columnist

October 8, 2023 at 10:00 a.m. EDT



See that apostrophe in this ad for Burger King's Whopper Jr. deal? It's the wrong way around! (John Kelly/The Washington Post)

Advertisement

Listen 4 min Share Comment 1427 Save

Do you remember Burger King's "Have it you're way" ad campaign?

Of course you don't. It was "Have it your way." Back then — 1974, the web informs me — Burger King knew how to use an apostrophe. Today,


JK YOU
ATE 'EM
BOTH

Of course you don't. It was "Have it your way." Back then — 1974, the web informs me — Burger King knew how to use an apostrophe. Today, not so much.

I'm afraid this is another thrilling installment in "As the Apostrophe Turns," my long, lonely crusade against the misuse of everyone's favorite possessive punctuation mark. But the apostrophe doesn't serve only to signal possession; it also indicates when a letter has been removed. *You're* is short for *you are*.

And *'em* is short for *them*.

Note the composition of that apostrophe. It floats up there like a tiny number 9, or as the Beatles put it, "Number nine, number nine, number nine …"

It does *not* float up there like a tiny number 6, which is how it appeared in a Burger King commercial I saw the other day on my television.

[*You can quote me: 'Doesn't anybody know how to use punctuation any more?'*]

The ad was for a Whopper Jr. promotion. The conceit was that you could get two of the baby burgers for a mere $5: one for you and one for a friend. But — spoiler alert! — you'd probably want to consume the pair yourself. Or, as the text on the screen put it:

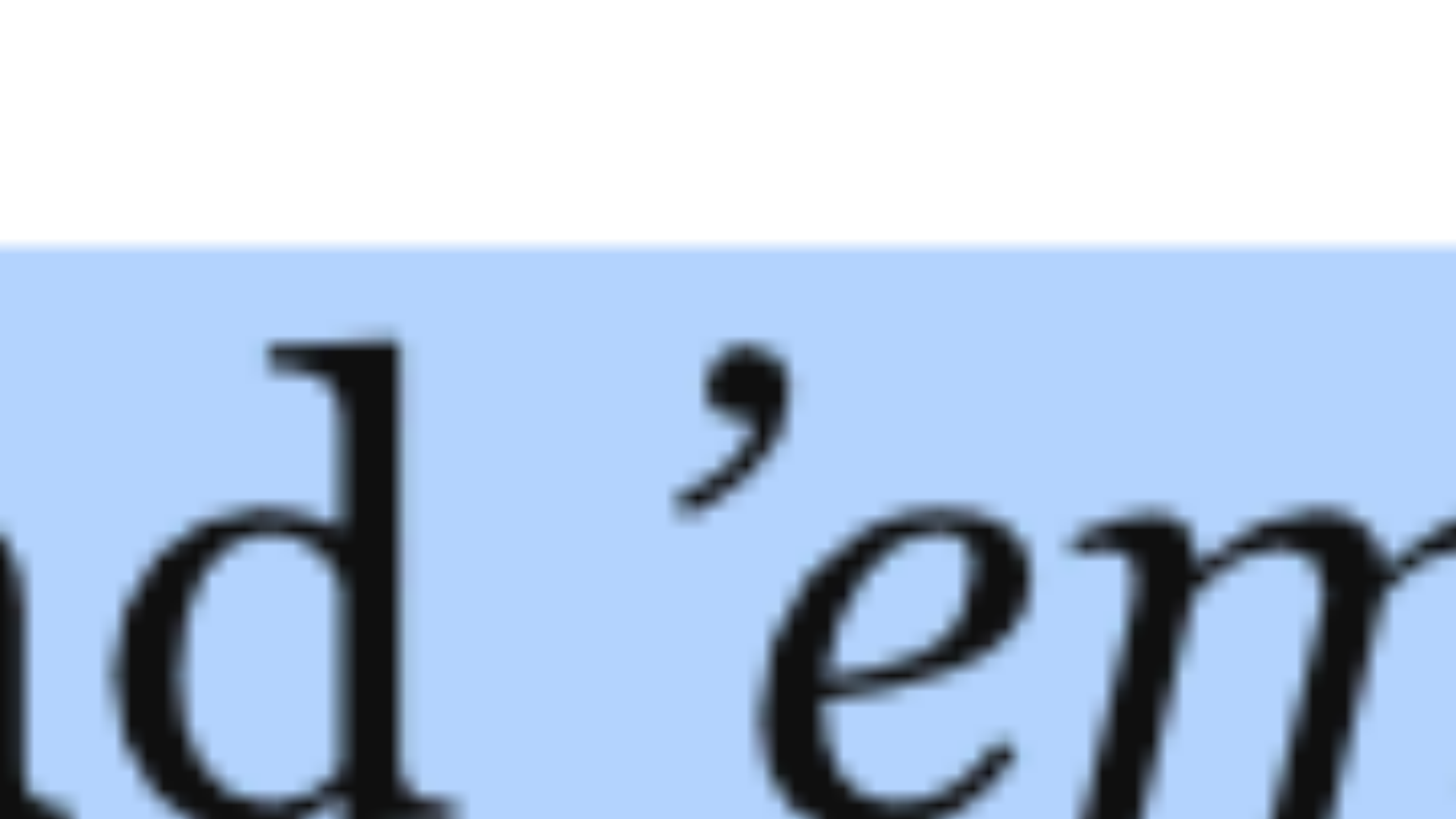
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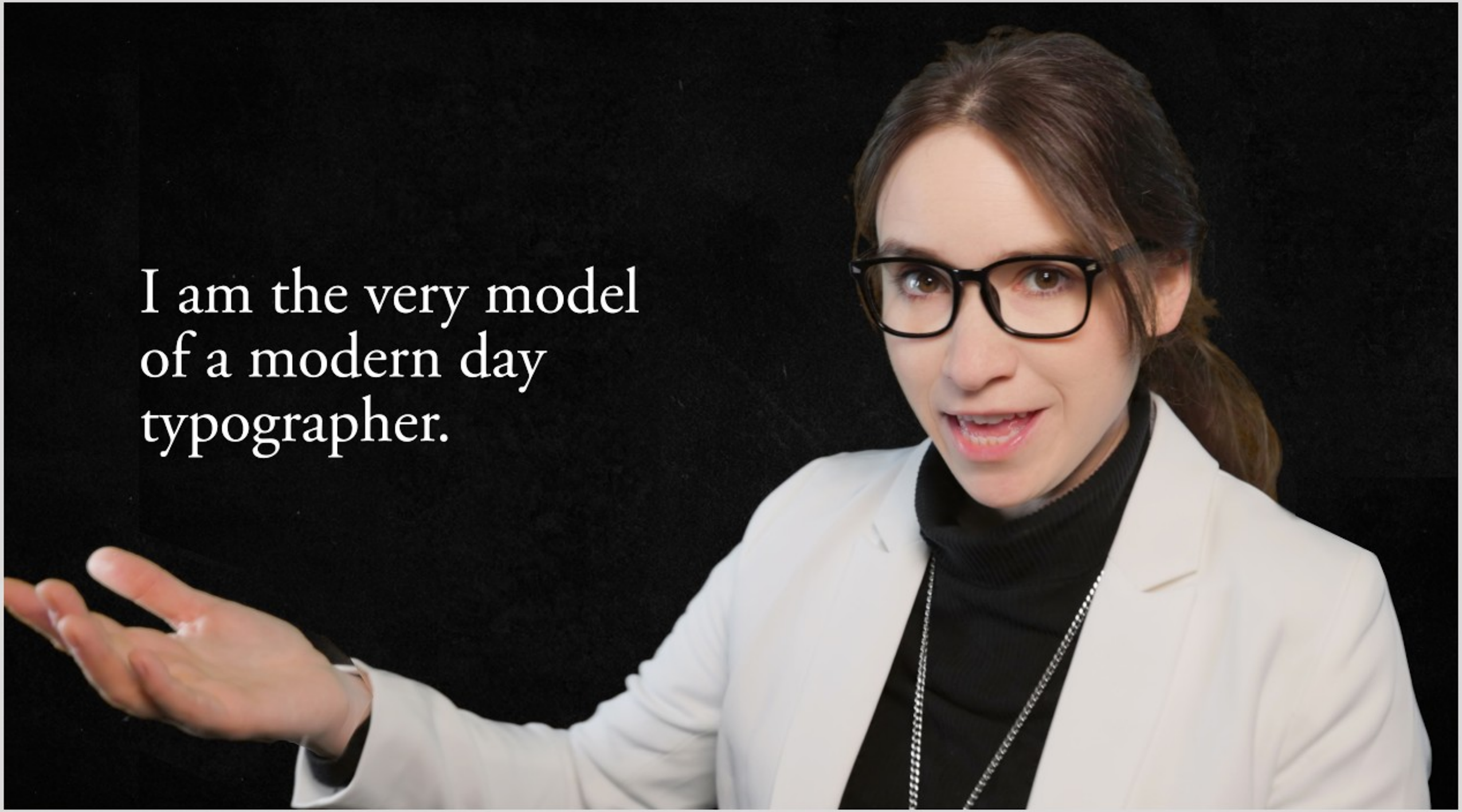
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in a Burger King commercial I saw the other day on my televisio

And *’em* is s




JK YOU
ATE 'EM
BOTH


I am the very model
of a modern day
typographer.

Comic Sans

Papyrus

Papyrus


SNL

THE FOLLOWING **PREVIEW** HAS BEEN APPROVED FOR

APPROPRIATE AUDIENCES

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Where you will learn type

- VC115 Intro to Digital Graphics 2
- ART224 Typography 1 & ART225 Typography 2
- VC224/VC225/VC226 Page Layout sequence
- VC235 Interface Design



VC 115 :: Week 04

1 of 2

24 January 2022

week::four

Formatting Type in InDesign

Character Panel

Basics

- Window > Type & Tables > Character (Command-T)
- Typeface
- Weight/Style
  - Note that InDesign does not support faux bold and faux italic.
- Size ( )
  - Use Command-Shift-< and Command-Shift-> to decrease or increase the font size.
- Leading (, pronounced *Led-ing*)
  - The distance from baseline-to-baseline between lines of type.
  - Use the Option key and up/down arrows to adjust.

Kerning ( )

- The addition or removal of space between a *pair* of adjacent characters.
- Use the Option key and left/right arrows to adjust.

Tracking ( )

- The simultaneous adjustment of space between *three or more* characters.
- Use the Option key and left/right arrows to adjust.

Other Key Options:

- Vertical scale ( ) and Horizontal scale ( )
- Baseline shift ( ) & Rotation (, individual characters)
- All caps (Command-Shift-K), small caps (Command-Shift-K), superscript, subscript (all via the Character panel submenu)

Paragraph Panel

Basics

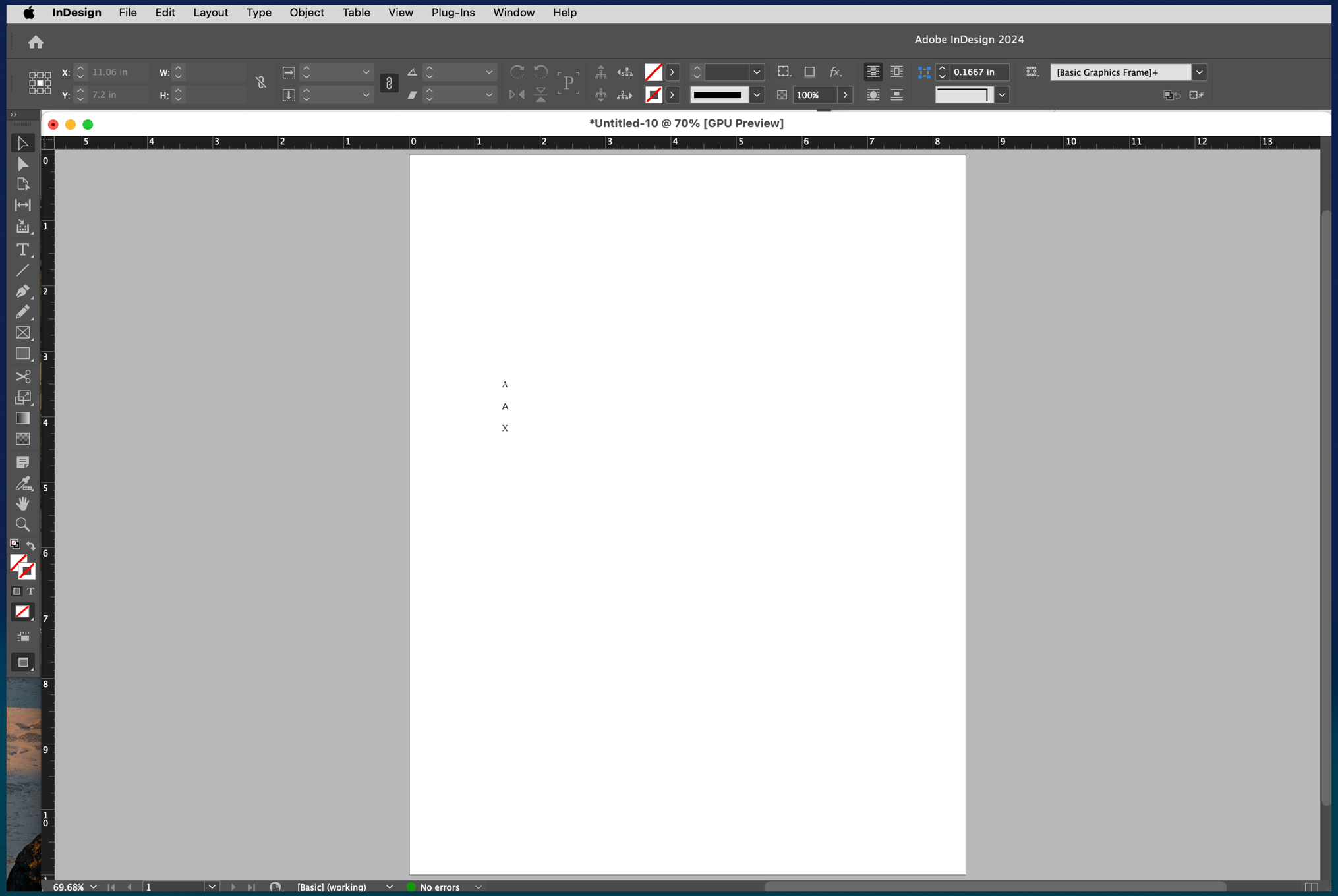
- Window > Type & Tables > Paragraph (Command-Option-T)
- Horizontal Paragraph Alignment
  - Left, Center, Right, Justify Last Left, Justify Last Center, Justify Last Right, Justify All.
- **Left and Right Indent; First Line Indent**
- **Space Before/After Paragraph**
- Space Between Paragraphs Using Same Style (advanced styling option)
- Shading—apply a solid color to the background of a single paragraph.
- Border—apply a color order to a single paragraph.
- Enable/disable Hyphenation—Turn off hyphenation for headlines and short lines of text.

Other Key Options:

- **Drop Caps** (Size and Number of Characters)
- **Paragraph Rules** — apply horizontal rule lines above and/or below a paragraph
  - To use, select the Paragraph Panel submenu and select Paragraph Rules... (Command-Option-J).

— Lecture Outline —

Low-Res Typography Challenge

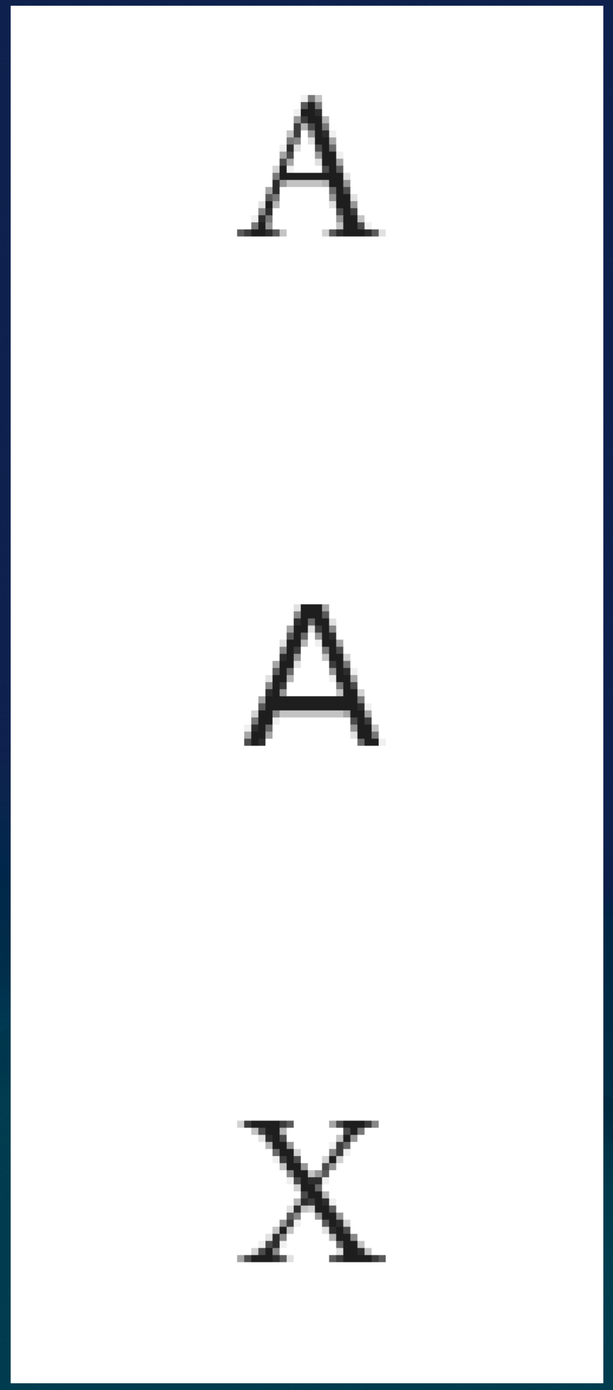

InDesign File Edit Layout Type Object Table View Plug-Ins Window Help
Adobe InDesign 2024
X: 11.06 in
Y: 7.2 in
W:
H:
0.1667 in
[Basic Graphics Frame]+
100%
*Untitled-10 @ 70% [GPU Preview]
A
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X
69.68%
1
[Basic] (working)
No errors

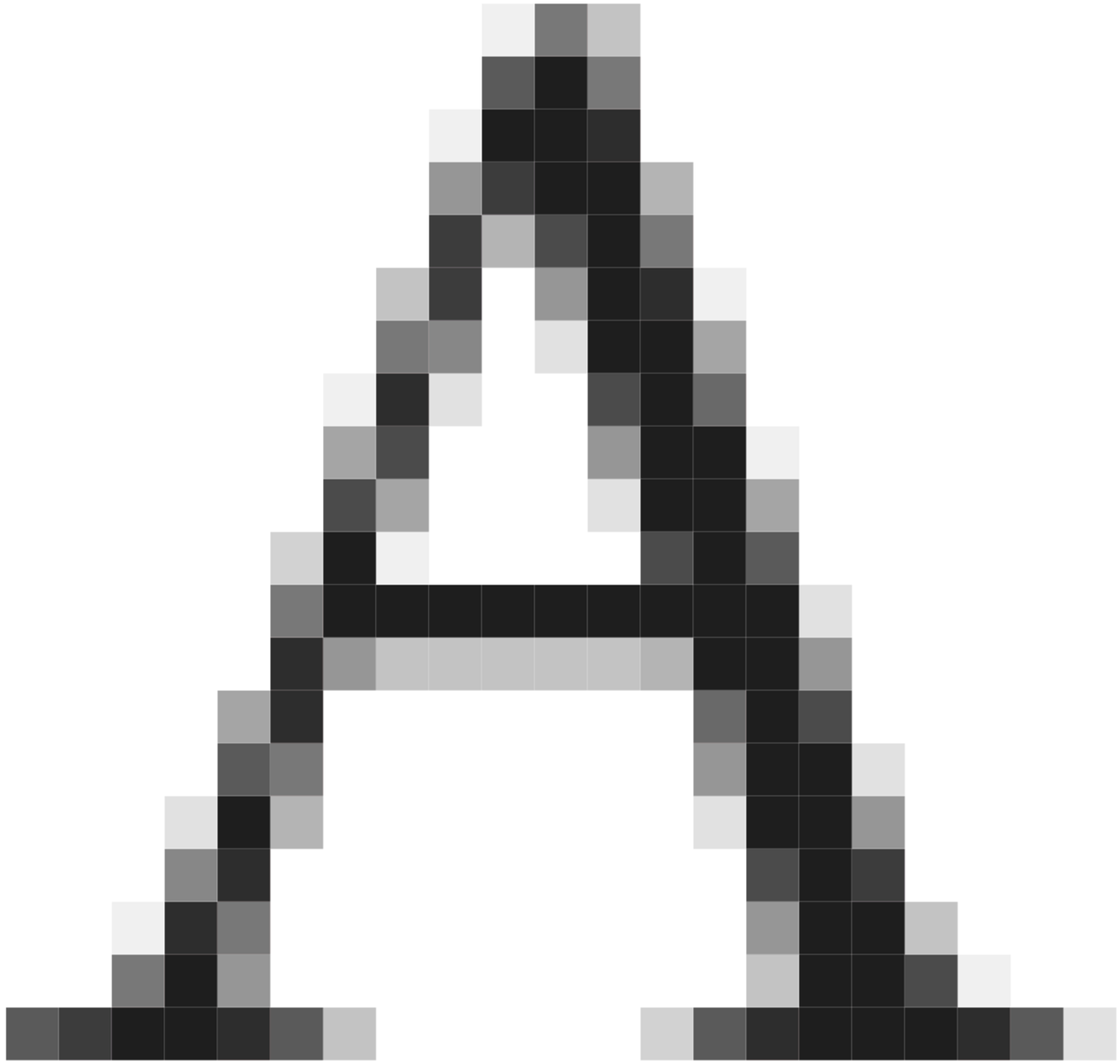


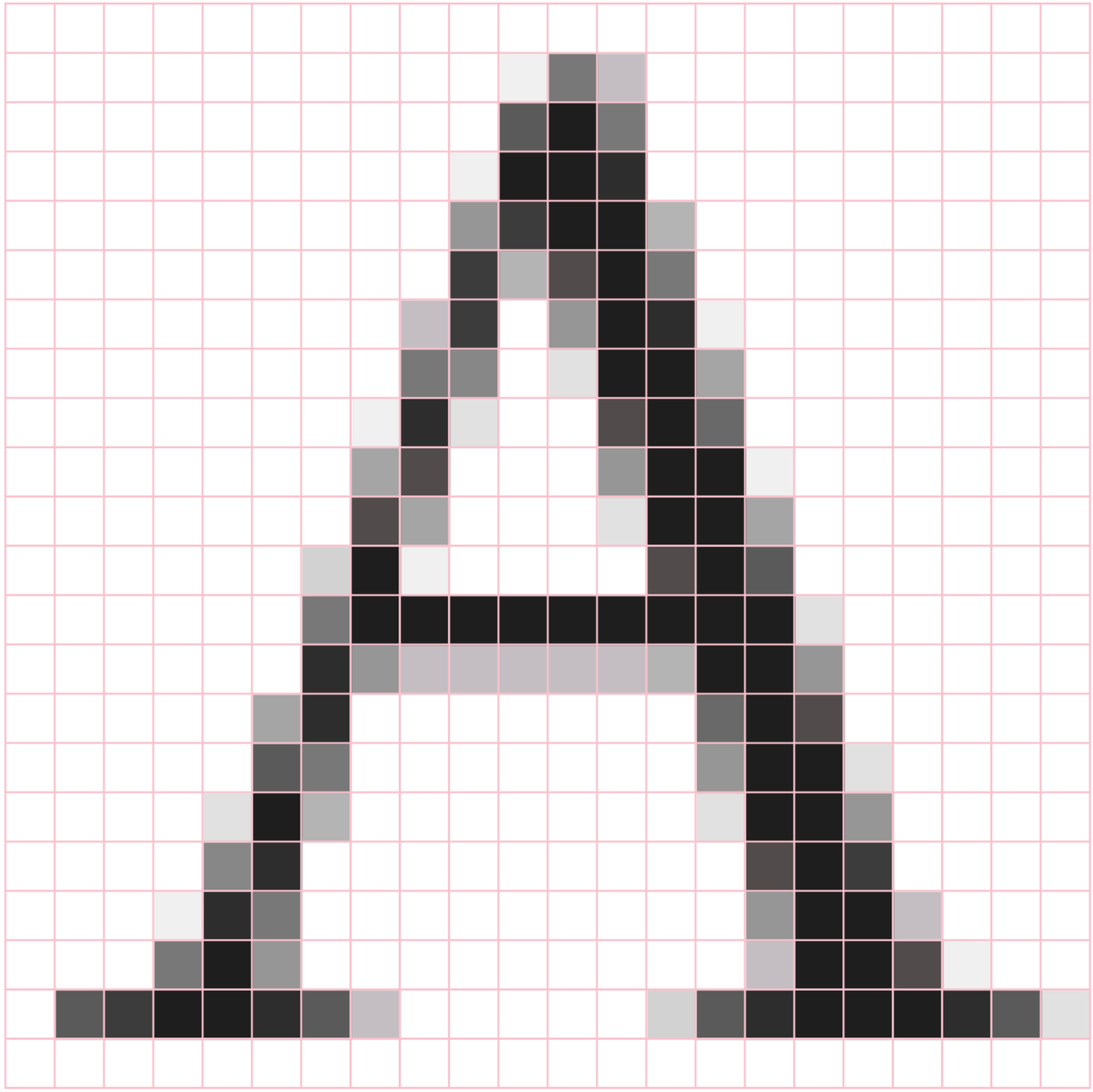
10pt Adobe Garamond Pro Regular

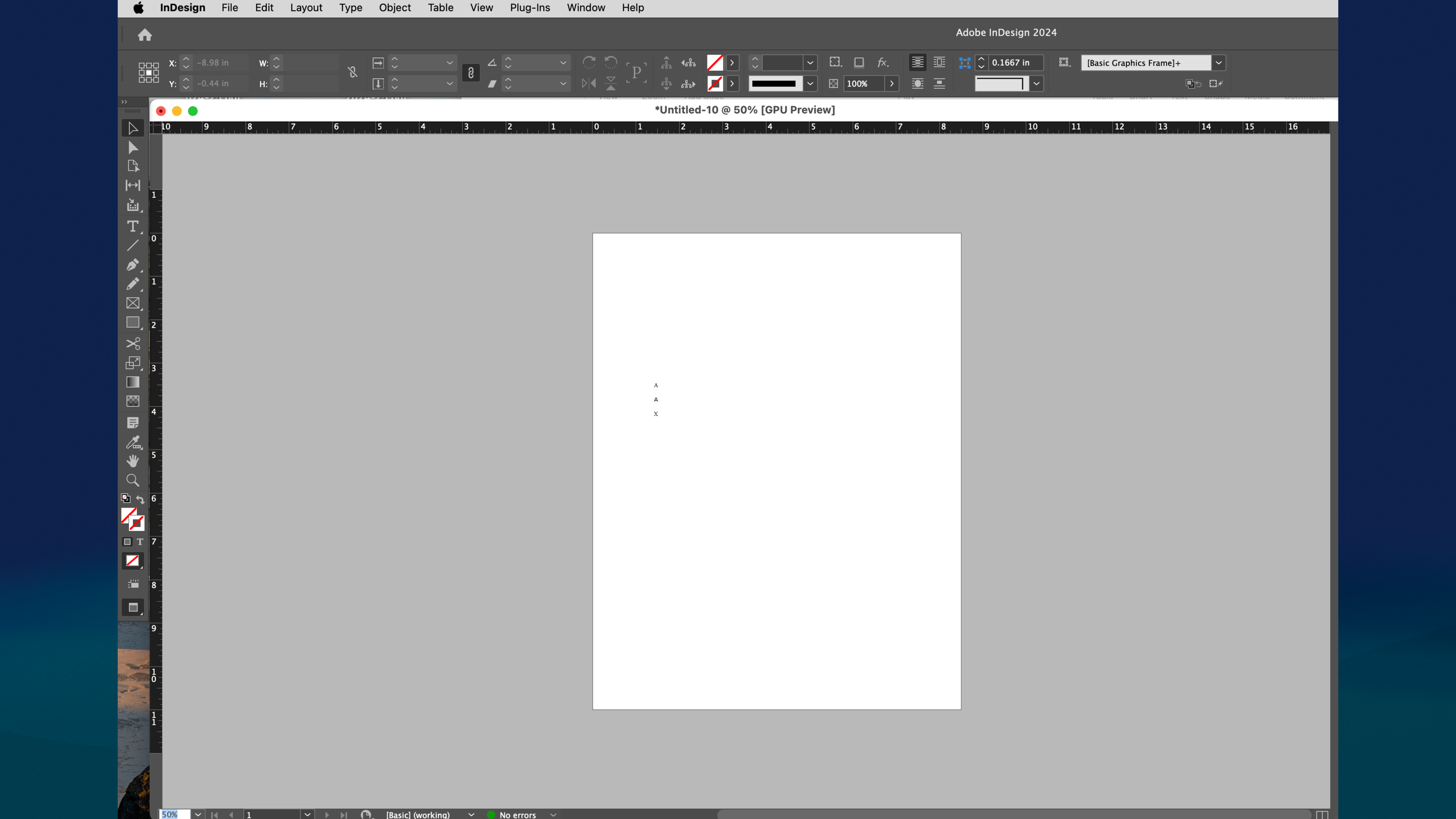
10pt Proxima Nova Regular

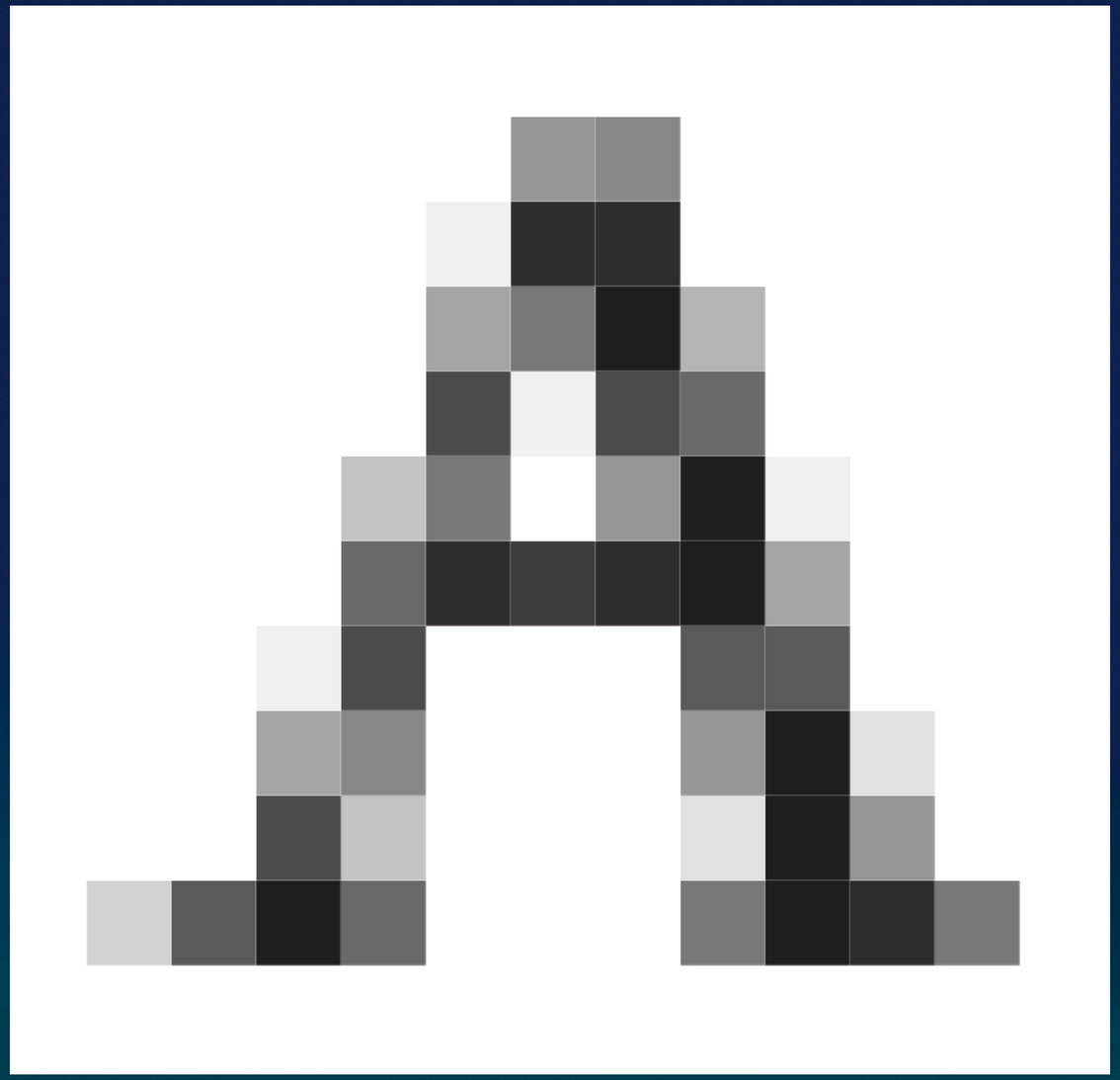
10pt Adobe Garamond Pro Regular

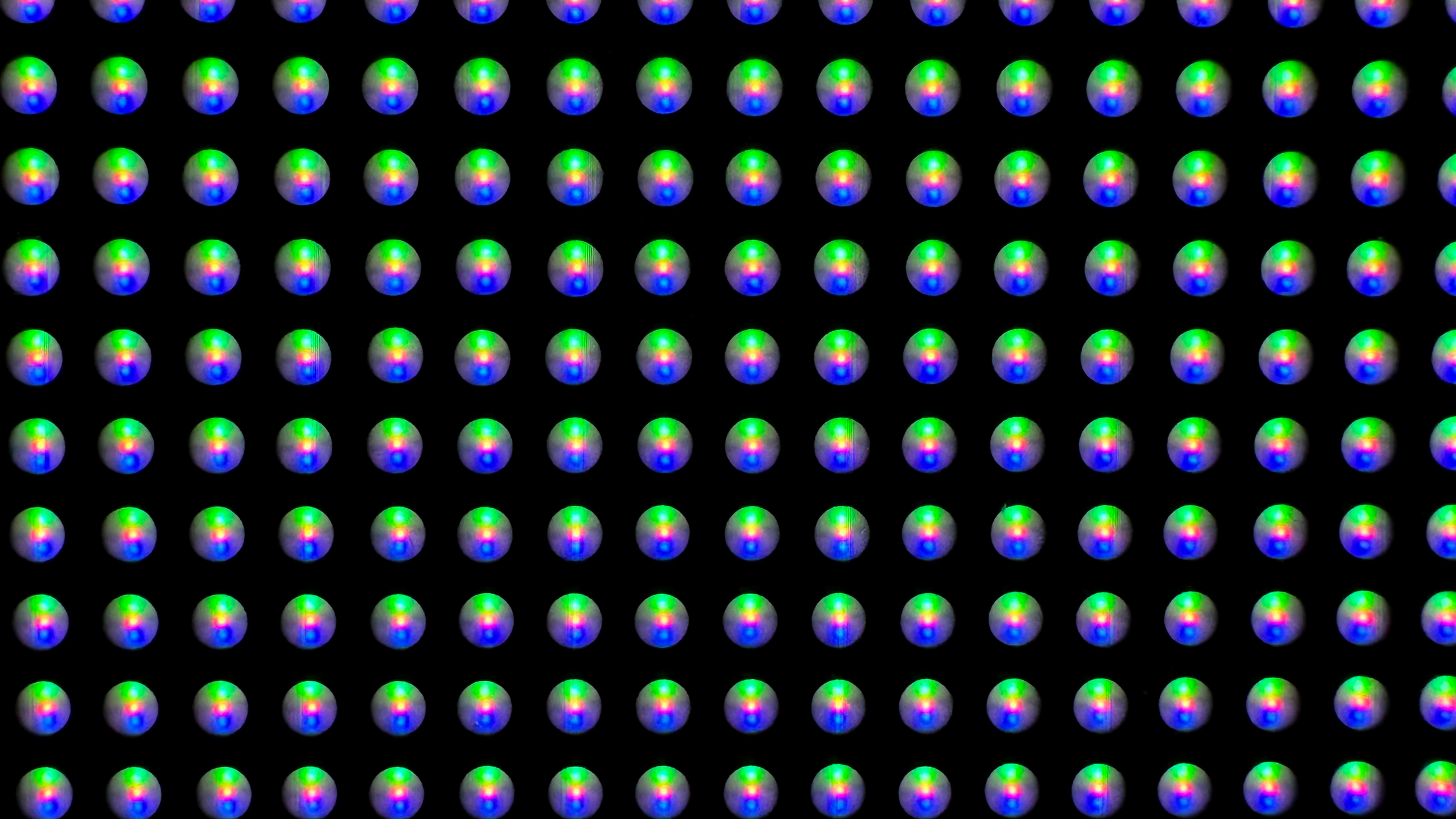

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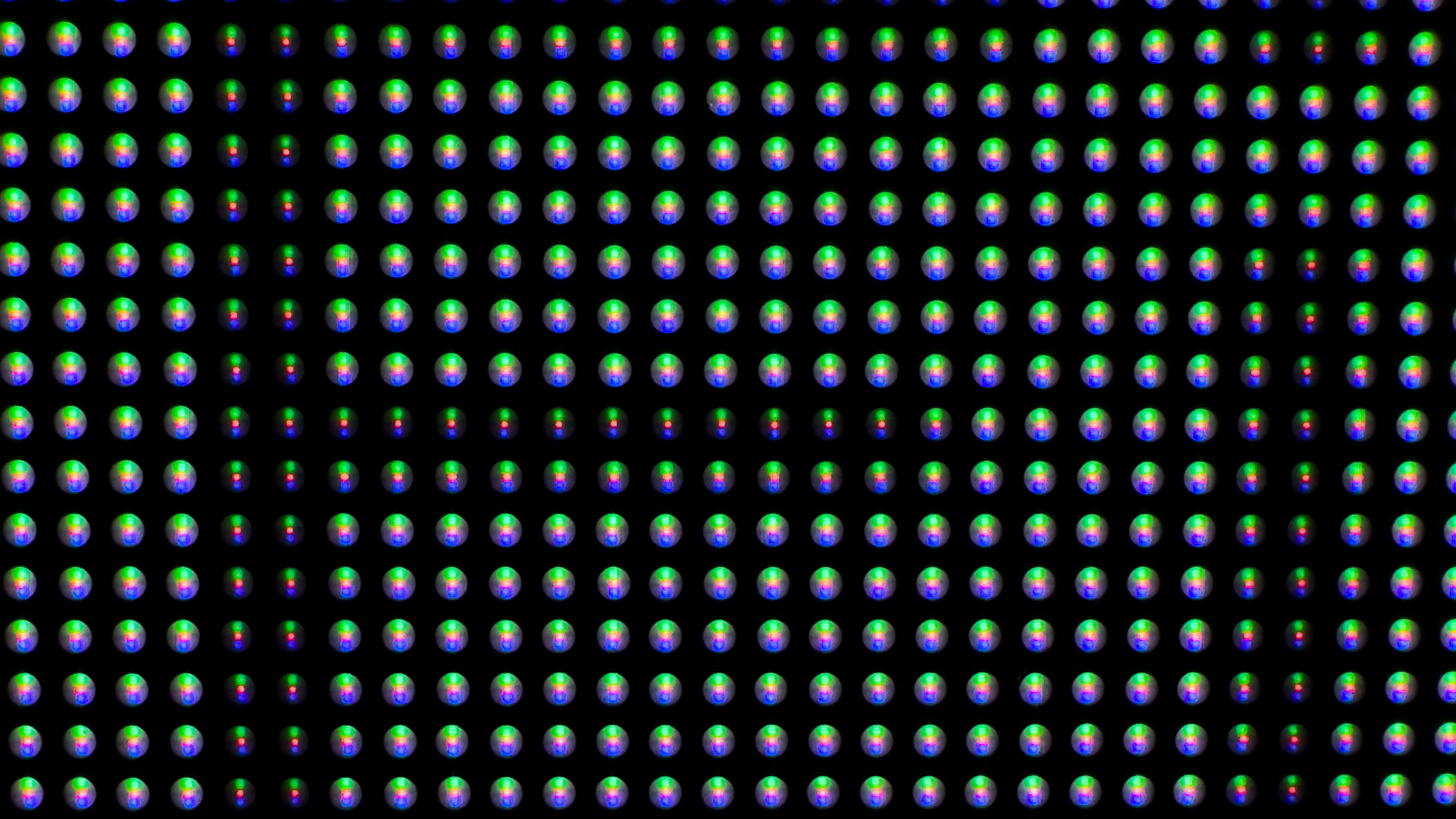



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X: -8.98 in
Y: -0.44 in
W:
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100%
0.1667 in
[Basic Graphics Frame]+
*Untitled-10 @ 50% [GPU Preview]
A
A
X
50%
[Basic] (working)
No errors

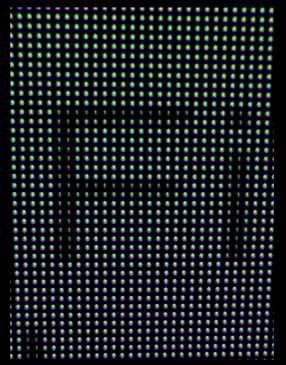


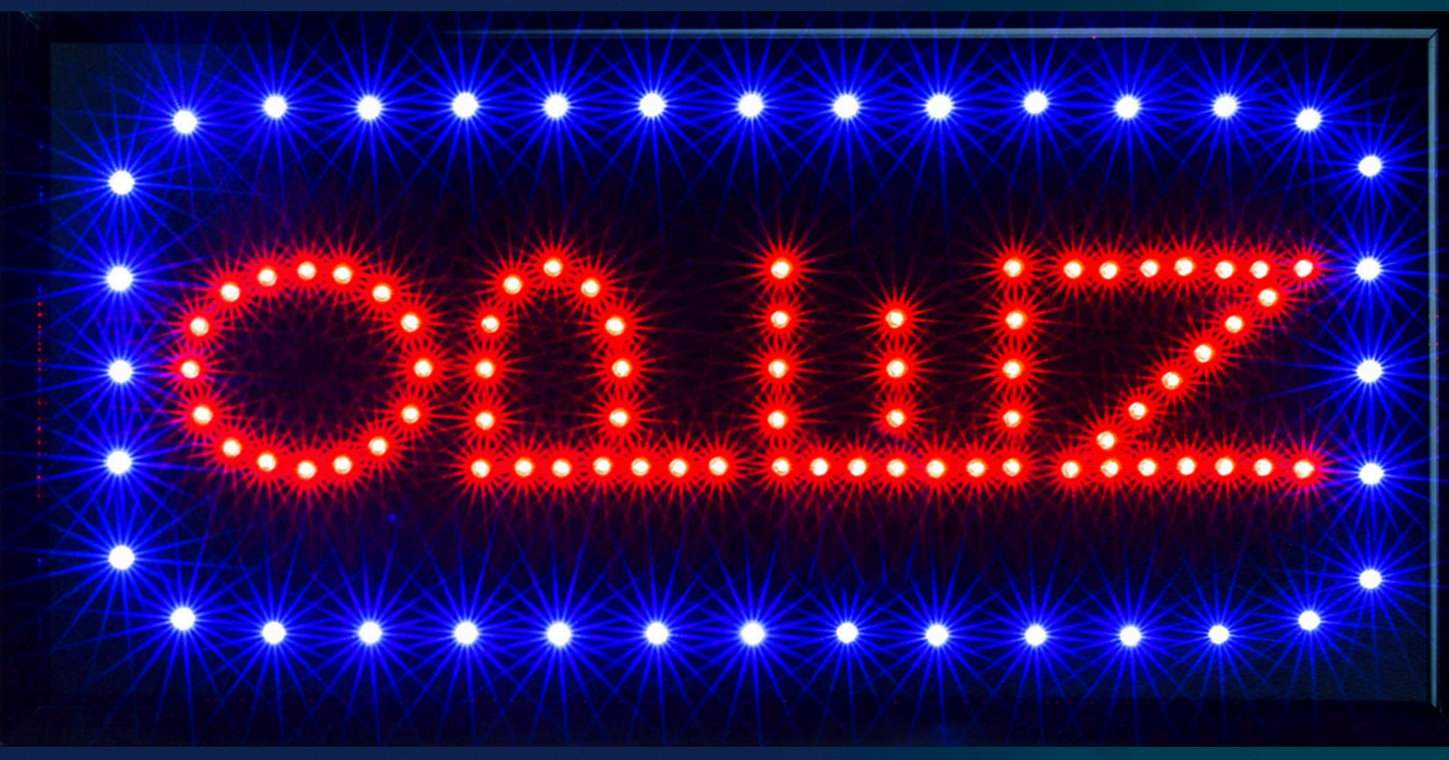











QUIZ


TOWNSHIP OF
WAINFLEET
WELCOME TO
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WAINFLEET
signature SIGN&IMAGE
2040


THE TOWNSHIP OF
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KEEP YOUR
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ALERT